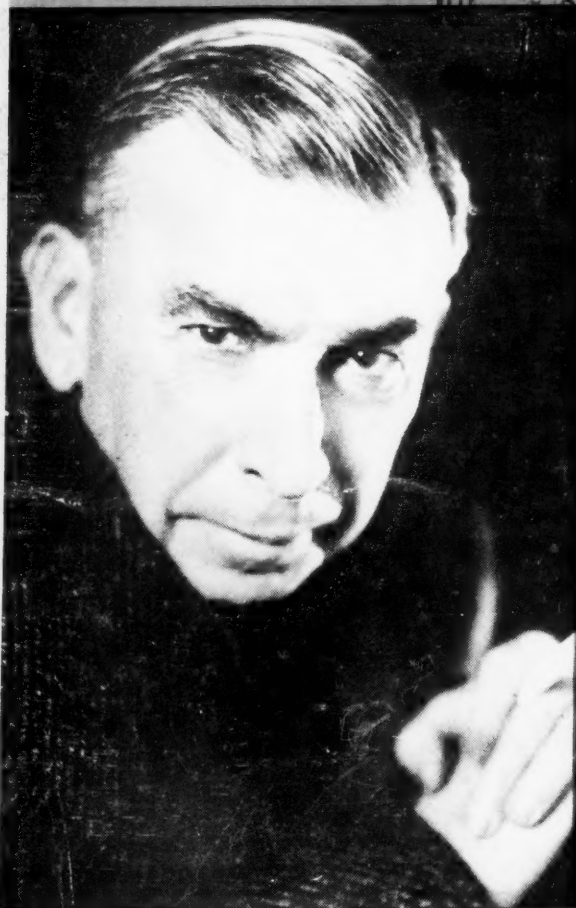


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MOSTLY PERSONAL

By MARGARET A. BARTLETT, Co-publisher

A long time ago John promised that some month I would write "Mostly Personal." Well, this is it!



Margaret A. Bartlett

In John's and my division of labor on the A. & J., one of the tasks that falls to me is sorting the mail—"I'll take this one, you take that one." Consequently, most of the letters come first to my attention. And scarcely a week goes by that I don't get a new lease on life by reading notes from subscribers that go something like this: "I thought when I reached 80 I'd give up all thoughts of writing, even forget the A. & J. . . . but here's my dollar for another six months. I can't get along without it," or "I guess I won't take advantage of your special renewal offer. I'm already paid three years in advance—and I'll be 90 next fall." Subscribers in their 70's are almost every-mail occurrences. And I love them for the inspiration they are! I place my age alongside theirs, and find I'm young. So many years left, I think, to do so many things!

Probably many of these oldsters have had but minor successes in a literary way. But literary history is filled with men and women whose enthusiasm and ability have not been dimmed by the years. On our cover this month is Booth Tarkington whose still widely read "Gentleman from Indiana" was published in 1899 . . . and whose "Image of Josephine" bears the copyright date of February, 1945. When that first book was published, the author was thirty. Between the two dates, books from the Tarkington pen have averaged close to one a year. Some of the titles may mean little, but who will forget "Monsieur Beaucaire," the "Penrod" books, "The Magnificent Ambersons," "Alice Adams," to name a few? Reading the annotation that follows the listing of "The Image of Josephine" in *Publishers Weekly* . . . "Ordered to rest and recuperate at the Oaklin Art Museum, a war hero is seized upon by Josephine, its real manager and a beautiful egoist, to substitute for her defaulting fiancé" . . . one realizes wherein lies Booth Tarkington's ability to keep a reader-following year after year. He has walked with the times; he has kept step with the interests of the people.

In the last few weeks John and I have been enjoying the enthusiastic reviews of Robert Frost's latest book, "A Masque of Reason." The book was published on Frost's seventieth birthday. Yet, it is quite a different book from anything Frost has done before. It is new—daring. It is the work of a great poet—and a great dramatist. The actors are Job, his wife, God, and the Devil, all as New England in sense and idiom as Frost himself. Many questions are asked, even God is embarrassed, but nothing is settled—nothing except that Frost is still a master of philosophic wit and sly humor. To John and me who in our late teens used to sit far into the night just "list'nin'" to Frost ruminating aloud, asking questions, answering them, touching on every conceivable subject, always with originality, always with sly humor that sparkled from his eyes as well as his lips,

he was still the Robert Frost of our Academy days. Seventy years old? We heard in the dialogue that was all-Frost the voice of thirty-five.

Who is in our book this month? Allan K. Echols again, with the lead article "Dialogue as a Means of Characterization." Our polls have shown Mr. Echols a favorite with our readers, and characterization a favorite subject. We are glad to bring the two together for you. . . . Dorothy McIlwraith, editor of *Short Stories*. You'll like her fresh and interesting style, won't wonder longer how a woman happens to be editor of a magazine of red-blooded adventure stories. . . . Charles Carson, author, writer, literary consultant, and teacher of the art of writing for publication. The beginning writer especially will find much to help him in "Story Progression." . . . Bess Hibarger was all thrill over her recently published book for children which she wrote from color plates. We didn't have space for her thrills, but we did feel hers was an interesting experience, well worth passing on to you.

Would you rather be an editor or a writer? W. Scott Peacock, who wrote "Three Dimensional Approach" (April A. & J.) informs us that that piece was his swan-song as editor of the several Fiction House publications. He is starting out to make his dreams come true ("Mostly Personal," April): he has resigned to free-lance. . . . And Eugene Lyons, whom we front-covered last January, has likewise left the editorial chair to join the ranks of writers. He severed his connection in April with *Pageant*, which he assisted Alex Hillman in launching. His contemplated books will deal with international relations.

John will be with you again next month.

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AGNES C. HOLM

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JUNE, 1945

No. 6

Are YOU a Writer We Can Sell?

Her Sales Aren't Fiction!



Alyce Canfield

Alyce Canfield knows the glamorous people on the Hollywood scene; we know the right people in the magazine field. Combined, these forces were bound to achieve results. In the past year we have sold Alyce Canfield articles to such varied markets as Ladies' Home Journal, Liberty, Look, American Legion, Family Circle, Read, and Miss America in the general smoothpaper field. In addition, her stories on the stars appear under her own and pen names in Photoplay, Motion Picture, Screen Stars, and other leading movie fan magazines.

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THE AUTHOR & JOURNALIST

June, 1945

DIALOGUE AS A MEANS OF CHARACTERIZATION

. . . By ALLAN K. ECHOLS

If a story were likened to a loaf of bread, the dialogue would be the yeast which leavens it. You can't taste the yeast as such, but your bread would be of poor quality if you used a poor leavening agent. And your story will be pretty flat if your dialogue is not good.

Dialogue legitimately serves two purposes in a story: (1) to advance plot movement, and (2) to denote character.

Most of us learn about these purposes early in our study of the story, but plot structure seems to predominate in our minds to the point where we do not pay attention to the second use of dialogue, where we fail to ask ourselves, as we write a sentence of dialogue which indicates a turning point of the plot, whether this item also contains a thought of the speaker which shows the reader something of the character of the person who is talking.

As an illustration, a woman's husband has been tried and sentenced to death on evidence that satisfies the jury of his guilt. She has only his word that he is innocent, and six or seven wispy clues. Several of these she has traced down, much to her own peril. A friend tries to dissuade her from continuing the practically hopeless task of going on.

"No," she answered, "I'm not going to quit. I couldn't quit."

"But, believe me, it's hopeless——"

"No, it isn't. I *know* he's innocent, that somebody else did the killing. It may be the next person I find. Suppose I was wrong before? You're always wrong until you find the right answer. The very next suspect I locate may be the person I want. He may be right around the corner from me now."

Just as you can't smell the yeast in the bread, you can't smell the two separate purposes of this dialogue, but they're there.

First, the woman's statement forwards plot action. She is going out into another adventure, the outcome of which is doubtful, may even be dangerous. But she is going to forward the plot action by going.

Since, for plot purposes, we merely have to get the woman into another series of adventures, we might have done it by having her say to her friend,

"Well, I've got another clue or two left. I might as well see what they develop, if anything."

Or, as so often happens in poor plots, she might accidentally have bumped into the final clue which pays off.

Again, she might have said, "Well, Fred got himself into this, and it wouldn't have happened if he had been at home where he belonged that night. I've certainly done my part, and my conscience is clear."

But, we wanted to show a woman who had such faith in her husband that despite his having gotten into a mess away from home, despite the hopelessness of her quest, she wouldn't give up because she *knew* he was innocent—that is, she was expressing utter faith in her man, and faith is a quality of character which can remove mountains of fictional problems. Dialogue turned the trick.

Most of us probably remember our early teachers telling us not to say in our compositions that Mr. Jones was an old bear, but to bring him out and let him growl. That valuable adage has been condensed into such a small nutshell that many of us miss the meat entirely.

Characterization doesn't necessarily mean that a person has to deliver his whole philosophy of life every time he opens his month. A good rule of thumb is to avail ourselves of the rule of the "characteristic act," and use it in forming characteristic dialogue. A single act, or a single sentence of dialogue can be made to reveal the man's whole character, or that phase of it with which we are concerned.

Bring Bachelor Jones into earshot of a crying baby and have him growl, "It's too bad we haven't a King Herod today to go out and slaughter those bawling brats," and you don't have to say he's an old bear!

In the opening of a confession story, a kind father told his egocentric daughter, "My dear, you will walk in loneliness." How better could you characterize a selfish young person who was so building her life that nobody could tolerate long association with her? The dialogue both characterized the girl and started the plot off on its logical course.

Let's paraphrase a bit of dialogue from the mill of

a crime writer in the big money. The scene is in a night spot where the upper crust of gangdom and the higher priced private dicks congregate for mutual assistance and the assistance of the writer in getting them together. Obviously the stage is set with cynicism, and the characters and their acts and dialogue must be in keeping. The characters are all in working clothes, meaning Tuxedos and evening gowns.

The dick is sitting at the table with a group of "Who's Who" in the underworld. He hands a slip of paper to one of the crooks, and says:

"I was up at the big house today, and Joe said give you this. His mother's address. He wants you to look her up and see if she needs anything. I suppose he means for you to give her his cut out of that last trick the pair of you pulled."

"You're wounding my feelings," Pat answers, pocketing the paper.

Obviously the paper plays a part in advancing the plot. But look at the self-revelation of the dick. He consorts with crooks, does them favors—and can't open his mouth without revealing his cynicism and his contempt of them.

If the writer had been content to use dialogue simply to forward plot, he would merely have had the dick say, "Here's a message from Joe." The crook would have answered, "Thanks." And that would have served the plot purpose. But when we add the dick's practically gratuitous comment on its contents, we get a more rounded picture of his character.

In an article in this magazine some time ago I mentioned using an incongruous object as a focal point in a background scene to catch the reader's attention. This same rule can be applied to dialogue with striking effect.

In woodpulp stories particularly, we find a good many flat characters, that is, people who display only the single attribute of character on which the story hinges, courage, greed, cowardice, selfishness or whatnot. It is this single-phase characterization which makes them so dull. A brave cowboy is like any other brave cowboy, all killers are very much alike, all grasping mortgage holders act and look very similar.

Most of us would be pleasantly surprised to find more than one side to such a character. The incongruity would catch our eyes and make us remember him because he would stand out from his fictional contemporaries like a man in a full dress suit walking down Broadway with a live pig under his arm.

I recall such a striking character incongruity in a book, the name of which I have forgotten.

There was a short, stout, red-faced man who talked a lot and traveled a lot. He might have been a gabby drummer introducing the *La Palomino* cigar into the midwest. He spouted his very conventional philosophy of government, morals, etc. You could picture his wife and four boys and a girl back home—a perfect Mr. Babbitt.

It finally came out that he was a wholesale dealer in illicit narcotics!

He was describing the gradual and horrible degradation of a narcotic user to the central character in the book, when the central character remarked:

"You don't seem to approve of the use of narcotics."

"Approve?" The little man echoed aghast. "It's terrible! Lives are wrecked! It makes criminals . . ." and so on . . . and then . . . "I see your point. You wonder, then, why I sell a thing of which I disapprove so much. But think. If I



"Pop, I'm suing you for plagiarism—this is MY 'bright saying' you sold to this magazine."

didn't, somebody else would. None of those poor devils would be better off, and I would lose money."

Compare the contradictory philosophies which this man has to reconcile in himself with the usual stereotyped dope-seller you read about in crime stories, and I believe it will be apparent that if this one stands out as more interesting, it is because of those very contradictions which he voices in dialogue and which come as a surprise to the reader. It might be surmised that the writer put them in deliberately for that purpose. Which is what he should have done. We can do the same by deliberately selecting a trait or two which seem contradictory to the character trait that we need for story purposes, and by having our character express those contradictions and reconcile them by his own philosophy.

Stories have a faster pace these days than formerly, and very likely this is to their disadvantage. We have to draw pictures quickly, while the old-timers could linger and round out their pictures. Maybe that is why some of their books lived longer than present day books do.

Let me refer you to old Samuel Butler, than whom there are few better masters of drawing character through dialogue. We can learn much from old Sam about craftsmanship as well as about life itself. You can dip into "The Way Of All Flesh" anywhere and get a lesson in writing from him. It's even good for woodpulp and confession writers, as I know from experience.

The story is that of a boy whose religious mother and father bind him and try to keep him bound to them by the heaviest set of moral chains a boy was ever burdened with. He has been so beaten over the head with moral platitudes that he is punch drunk even after he has reached manhood. He has been pushed into the ministry, and his will was so beaten down that he didn't even know whether he wanted to be a preacher or not.

His father's club was the threat of disinheritance, his mother's club was love—than which no club is

more deadly. You know the type; you'll recognize it in the dialogue.

Their housemaid got into a "delicate condition," and was, of course, instantly booted out penniless. The boy had not betrayed the gal, but he felt sorry for her, and gave her his watch and the cash he had in his pocket. Knowing what a storm this would bring on his head if it were discovered, he claimed he had lost his watch. He felt guilty for telling this lie.

His mother wondered whether her son was responsible for the gal's condition. After all, she reasoned, he's twenty-one years old, and naturally any son of mine and his father's would be attractive to a woman. (A soliloquy which itself characterizes her.) But see how she pours it on the kid, and see by what she says how clear a picture you get of her. A modern mother might get the lad cornered and say, "Look here. Have you been fooling around with the maid?"

But not Christina Pontifex, the most perfect wife of a most perfect vicar.

"Come here, my poor, pale-faced, heavy-eyed boy," she said to him one day in her kindest manner; "come and sit down by me, and we will have a little quiet confidential talk together, will we not?"

The boy went mechanically to the sofa. Whenever his mother wanted what she called a confidential talk with him she always selected the sofa as the most suitable ground on which to open her campaign. . . . All mothers do this . . . Once safely penned into one of its deep corners, it was like a dentist's chair, not too easy to get out of again . . .

"My dearest boy," began his mother, taking hold of his hand and placing it within her own, "promise me never to be afraid either of your dear papa (*who whipped him or threatened to disinherit him every time their wills crossed*) or of me; promise me this, my dear, as you love me, promise it to me," and she kissed him again and again and stroked his hair. But with her other hand she still kept hold of his; she had got him and she meant to keep him. (*And she meant to report to his father if she found out that he was the guilty party.*)

What could the guy do? He promised. So she starts a build-up about not having any secrets from his parents, then waits for a confession, but the boy clams up. So the relentless mother goes on, finally bringing herself to ask the direct question:

"I see, my dearest, either I am mistaken, and that there is nothing on your mind or that you will not unburden yourself to me; but oh, Ernest, tell me at least this much; is there nothing that you repent of, nothing which makes you unhappy in connection with that miserable girl Ellen?"

Was there ever a piece of dialogue calculated to make a grown man sick of his mother? I have deleted much of it, but I have given enough to make the character recognizable to thousands of young men.

This woman was not a hypocrite, nor was her husband wilfully brutal. They were both sincere, rigidly honest people, and their every act was motivated by a high sense of duty. And that is the tragedy of it, incidentally.

That is also a difficulty for the fiction writer. A hypocrite is easy to portray, as is a liar or a vicious person. But here is a simple soul who to the average fiction writer would be a complex problem in portrayal.

Compare Christina Pontifex with another good woman, written about a long time ago, but whose character is still remembered. This young woman was named Ruth, and Ruth and her mother-in-law had enough hard sledding to put to shame some of our confession characters. Enough trouble to make Ruth wish she had never married into the family. But Ruth and her mother-in-law were good women, and when the occasion came when the mother-in-law thought it would be better if Ruth found another and easier way of life, Ruth answered saying (and I quote only from memory):

"Entreat me not to leave thee, nor to cease from following after thee. Whither thou goest I will go; thy people shall be my people, and thy God my God."

Simple and short, but it shows what kind of stuff Ruth was built of, and it is therefore characterization by dialogue. The Bible is full of good dialogue.

It is not always necessary for the paragraph of dialogue to have a sentence devoted to plot advancement, and still another to characterization, although it is frequently handled this way.

In the crime story illustrated above, the faithful wife says, "I am not going to quit." That is plot advancement. But she continues and says, "I couldn't quit, etc." That is pure characterization of herself, since we already know that she will not quit, and are now learning about her personal reason for not quitting.

A writer could go through a manuscript, search for these turning points, ask himself why this character made this decision at this time, and then add an expression of that personal motivation to the statement of the decision, and he would know that he had improved his characterization.

Let's take the above rule and give it a sixty-second workout. Let us say that at a minor turning point in a story, involving a man and woman on a farm, a wife is going to leave her husband and go to town. The story-forwarding sentence will be the same in each case, but each woman will have her own motive.

"Joe, I'm moving to town Monday."

"Why?"

"I can't stand this eternal monotony. It's a living death to me. No dances, no music, no people, no pretty clothes. Nothing but pigs and chickens and weeds and ignorant neighbors and those dismal hills. I can't stand another week of it . . ."

When we write that, we show the reader what the woman is. When we answer the question, "why?" we can tell the reader what any character is. Let's have another woman also decide she's going back to town.

"Joe, I'm moving to town Monday."

"Why?"

"I've written to Doctor Judson. I told him that I'd work in his office as his assistant for three months if he'd cut that bone growth out of your right elbow. I can't be happy knowing how painful it is for you to work. After all, we're building a home out here in these hills and it will take everything we both can contribute to make a go of it. Only a little while, honey, and we'll be able to add another chicken house and another hog pasture to our little empire. Right, boy?"

Doesn't that answer to the question "why?" reveal a character?

WRITING FOR "SHORT STORIES"

. . . By DOROTHY McILWRAITH, Editor

"What sort of stories are you looking for these days?"

. . . "Good ones."

"What length do you want?"

. . . "The right length for telling the story you have in mind."

"Do you use all types of stories?"

. . . "Not if they are typed on scented, pink paper."

"Here's a story I have in mind; would you be interested in it?"

. . . "We'd be much more interested in it if it were on paper."

"Do you want.....?"

. . . "Do you read *Short Stories*? There's what we want."

We'd have to smile, I suppose, when we made some of these answers, but they are good advice, nonetheless. We presuppose that people who want to write for us know in general what our field is—action, adventure, mystery, the out-of-doors, masculine stories of all sorts—and we don't hold with this business of slanting stories our way, writing to fit certain needs (needs are fluctuating, to say the least), calling up to ask if next July we'll want a story of 8,762 words, or writing to fill a hole. Likely the hole will have caved in long before a certain story reaches us. We think good stories are the ones that people feel the urge to write, and they are the ones we buy the most of. Authors have been known to feel, of course, that this is too uncertain for them, that they can't afford to experiment, that they must know if they have a market before they take time to write a story. Well, if as good stories were produced that way as are written when the spirit urges, we'd agree—but they aren't. At least, that's our experience. We can't go along with a story to explain to a protesting reader that it isn't so good, we know, but the author needed the money.

Short Stories has been on the market for a long time—over fifty years, actually—and during the last thirty years has had only three editors. I am not quite sure what this proves, but hope it is that continuity of purpose, an open mind for all sorts of new thoughts with due regard for the past, loyalty to tradition and one's friends—writers and readers—together with a desire to experiment, keep a magazine both young and mature. Anyway, we welcome new writers (if they really are writing, not wanting to discuss the possibility of maybe having an idea for a tentative plot) and also are the medium for old-time favorites in the action field such as Tuttle's Hashknife Hartley, Mulford's Hopalong Cassidy, Jim Hendryx's Creek characters and others too numerous to mention. We are large enough to fit in almost any length story.

One thing that has always interested us in the action story field is the passion many of our readers have for technicalities. And rightly so, of course; a story is spoiled for an airman if some air term is misused, a railroader resents wrong naming of any part of his equipment, and so on. So we try to watch out for any errors that may creep in—there aren't many, because our authors are for the most

part writing in fields they not only specialize in but thoroughly enjoy.

Then, too, people will forgive much for a good story. Not long ago W. Ryerson Johnson—we regard him as one of the coming younger writers of Westerns—made a statement in a serial concerning a shooting episode. It was questioned; Pete Kuhlhoff, our gun expert, took the matter up, various letters were exchanged, but we liked the final word from a loyal (and of course to our way of thinking, astute) reader who said as far as he was concerned, if Johnson's character had picked up a barrel stave and fired six rounds of .50 caliber shells, it would have been all right with him, it would still be a good story.

But on the whole, it's better to be sure than no double-bitted axe has a curved helve, even though linotype operators are excellent catchers of errors, bless 'em. Their specialty is authors who *will* change the names of the characters half way through—H. Bedford-Jones please note. One historic boner which was pulled in *Short Stories* and which wasn't caught, was in a story by the late J. Allan Dunn—a great favorite with the adventure fans. Mr. Dunn meticulously gave the latitude and longitude of a certain South Sea (so he said) island where treasure was discovered, and countless readers (who no doubt intended to set out forthwith to find the treasure trove) at once advised us that the island could only have been in the center of Siberia. Possibly in the light of present day events and newspaper maps, this couldn't happen.

And talking of present day events; it's perfectly amazing how many of them occurred in the adventure, action magazines, before they became facts of the war. When the Writer's War Board was first formed I went to a meeting, wherein it was proposed to show the pulp paper editors how they could influence the public about the war. Actually the ideas promulgated should have been for authors, but they are a scattered crew, whereas editors are more or less concentrated, so the Board talked to us about how fiction influences people. One theme they emphasized was how the youth of the country made heroes of pilots among the air force men, whereas the government wished it to be known how other members of the crew were valuable in the over-all picture of the war.

At the time *Short Stories* was running a series of stories in which the very likable hero was an air forces mechanic, who—if left alone—could have won the war single-handed, we are sure. I felt very superior at the time, but after all, a vivid imagination is one of the prerequisites of an action story writer. Don't curb it; give it the necessary verisimilitude in your story and sooner or later some ingenious soul will make it all come true.

Frederick Painton once wrote us such a convincing series of German spy stories, based on the diary of the convicted spy, that I used to be afraid the F.B.I. might pick him up even as he was bringing us the manuscript.

Just now editorial offices of all sorts of magazines

are putting a lot of thought on the question of time-
liness in fiction. Many readers say they want no war
stories, yet their minds are geared to tense and excit-
ing times and news; all escape fiction just can't
satisfy them completely. The war can't be ignored
completely either; it's too near, too dramatic, and too
all pervading. But our percentage of actual war
stories will be limited; and they will be about char-
acters, compelling in themselves, whose adventure oc-

curred in the war. Then it seems to me readers will
value stories of struggle in other times. Our Amer-
ican pioneering fiction has always had fascination for
those with a feeling for high adventure, and now we
are conscious of war places to a degree never before
experienced by Americans, except possibly the inveter-
ate stamp collectors. All these will surely be the setting
for adventures of daring and resourceful men—the
sort of hero our public likes to read about.

||| STORY PROGRESSION

. . . By CHARLES CARSON



Charles Carson

The other day a tired old man came into my office. After parking a shopping bag, he found a chair, opened a brief case and produced the inevitable manuscript. I have been subjected to this routine so often that it would seem commonplace, except for one significant fact. The flaw in his work that made it merely a manuscript and not a story is the same defect that draws rejections daily from practically all editorial offices.

I read the words he had put on paper and saw that the old fellow had no story. When I told him so, he looked at me, not so much with malice as with disbelief. He was sure I had made some mistake. In a week he returned with the same yarn, polished a bit on the edges but materially unchanged. He had read a book on how to write a story, and to prove that he had followed the formula set forth he brought the book with him.

The writer of the book said, in effect: "Start off your story at a high point of interest. Get your leading character into a lot of trouble as soon as you can, and every time he tries to extricate himself see to it that he merely gets in deeper as the result of his efforts. When his position appears hopeless, bring about a solution to his predicament by some unexpected but logical turn of events. That is all there is to it."

If the formula were complete, the story in question would have been salable, and so would thousands of other rejected stories. But the writer has left out one thing. It is what I refer to as *story progression*.

If you create a character, get him into a dilemma, carry him through four thousand words of conflict, solve his problems and then leave him *with his position in life substantially as you found it*, you do not have a story. Therefore, you ask me, "What is *story progression*?" I shall answer by countering with other questions: In what manner has the character improved his position in life? What compensation is there for the struggle? If he had the love of someone and lost it, what has he gained of greater value? If he died in battle, what heritage has he left that is greater than the life he gave?

If the situations you have created do not lift your character and in some manner carry him on to new horizons, you do not have the successful writer's priceless ingredient, *story progression*.

Let's cite a few examples. Suppose you're doing

a pulp Western. You have a young chap named Jim Conyear, who one day shows up at the Bar-B Ranch and asks for a job. He's an honest sort, works hard and saves his money. At the same time there is dirty work afoot in the valley, and Tige Barker, king of rustlers, is practically in the clutches of the law. To vindicate himself, he must find someone on whom to lay his deeds, and it so happens that Jim Conyear is a convenient victim.

The sheriff falls for the gag, and this places our Jim behind the eight-ball, because little is known about him in the community and he has no logical alibi. The night before the day of the trial, he sets out to uncover evidence that will convict Tige Barker and free himself. But whom does he run into but Tige himself, with four of his most trusted cut-throats? Jim secures the evidence, all right, but is informed that evidence is worth little to a man dangling from a rope.

Omitting further detail, we'll say that at the last minute Jim manages to escape from the gang and his life is saved. Jim is supposed to be very happy over this, and there the story ends. We've seen all the physical action that one finds in any pulp Western, yet the yarn is worthless. I have seen hundreds of such efforts from beginners, and they couldn't understand for the life of them why their stuff wasn't salable, when it contained all the hard riding, gun slinging and Western lingo found in the work of top-notch pulpsters.

Now, let's take the same characters and the same setup. But when Jim gets into a pickle, he isn't merely trying to squirm out of a situation because he is uncomfortable—he is doing it *for something or for somebody*. Suppose the land in the valley claimed by Tige Barker rightfully belongs to Jim Conyear, yet he holds no legal title to it because a decade earlier Tige had swindled Jim's father out of it. At first the reader doesn't know this, and so Jim's reasons for working on the Bar-B as a common puncher are something of a mystery. However, the reader discovers Jim's true identity before Tige does, and he sees what a whale of a job Jim is up against. When, finally, he succeeds in regaining his rightful heritage, sends the rustlers to boothill and settles down to making the community a decent place for settlers to come to, we feel that he has achieved what we wanted him to all the time. And that, my friend, is *story progression*. In other words, we do not leave Jim, materially, mentally, or financially, as we found him.

We all remember the tragedy of Dunkirk. Strangely, thousands looked upon it as a victory for England, because the army had been saved. Winston Churchill thought differently. In ringing words that elec-

trified the Empire, he told his people, "We do not win wars by evacuation." Getting out of a trap was not enough; there had to be victory, and not until the enemy was vanquished would Britain rest.

So, if your fictional hero is in a trap (consisting either of a *physical enemy* or a *situation*), be sure that it all was worth the fight, that it *meant something*.

Nobody likes frustration. Fundamentally, man is imbued with a progressive instinct, a desire to move onward, to get ahead in whatever he does. He would even prefer an uncertain future to a static present, and so he continues to forge ahead in spite of hell or high water. Out of the myriad conflicting philosophies man has evolved, all agree upon one tenet, *viz.*, that life is not meant to be merely a marking of days and years—it is supposed to lead to something. This instinct is reflected in one's reading tastes, for all readers live in some degree the vicarious experiences of the characters we create for them. This, I believe, explains why a successful yarn must contain the priceless ingredient I have named.

Recently, a lady asked me to read one of her juvenile stories which had been rejected. It contained a situation wherein Dick and Ronnie were out playing in the woods and got lost. They tried to find their way home, but only wandered farther. Late in the evening a thunderstorm came up, and the lightning and thunder added to their fright. They went through all the thrills and suspense necessary to entertain a juvenile reader, but when finally a hunter found them by chance and brought them home, they were exactly where they were in the first place—and for that matter, so was the reader. No lesson had been learned; no moral had been conveyed.

Now, let's place the same characters on the same stage and start all over. The boys are playmates. Dick is the older and larger of the two, and because Ronnie's youth and fascinating ways attract so much attention from older folk, Dick is secretly jealous and wishes to "get even." So, on the evening mentioned Dick deliberately lures the younger boy into the woods, intending to get him lost and leave him there for the night. But in doing this, he loses his own way too. Then there is the storm. Stumbling through the night, which is lighted only by an occasional flash of lightning, they fall into a swollen stream, and Ronnie would have drowned except that Dick, who can swim, rescues him. Dick's petty jealousy is forgotten as they find their way to safety.

There is a definite lesson in such an ending. Dick learns what frail beings humans are against the forces of nature; that really all men are meant to be brothers, for their combined strength against unpredictable circumstances is not always enough; that one's personal malice, which seemed so important at the time, becomes insignificant when a greater problem confronts him. Of course, you don't say all this in so many words, but the moral is inferred by the reader.

Story progression is not offered as a magic formula, nor even as something new. Indeed, it has always applied in the writing of good stories. I am using the term here as a matter of convenience to convey an idea. It is not the only ingredient needed to write successfully, but I do believe it is one of the most vital. I am sure I have never known a story to sell which did not contain *s.p.* in some measure. Try it the next time you have a story to revise!

I WROTE A BOOK FROM COLOR PLATES

By BESS HIBARGER

Most of us write a book, then think about the illustrations, but I had twelve beautiful color plates of nature subjects thrust before me and was asked to write a book! The publisher who made this unusual request knew my love for and background in nature study and my long experience in teaching children, and believed I could do it. He wanted a story written around each picture, with plenty of information and appeal to eight-and nine-year olds.

My only clue to the germ of the story was the scientific name of the nature subject, such as *Hirundo rustica*, *Dromidia Antillensis*, *Hyla faber*. Thus I knew there would be research a-plenty with recall and visualization of all the little Johns and Marys I had known intimately to determine what they'd like.

Each story, I was told, should center about a child in that age group, and should have in it both boys and girls. Home life, sweet and wholesome, should have a part, and there should be fun and modernity as well as fresh information that could not be gleaned from the ordinary reference book.

When I write, I like to visualize my audience as a type person sitting opposite me at my desk listening to my story. A type person is one who is likely to be the reader of this particular story. I think: What questions would he ask? Can I hold his attention until the end? Does he like my climax? Will he ask for more?

Knowing my type person, I was convinced that he would not begin to be interested unless I had a title that would catch his imagination. So my titles received first attention and formed my general outline

for starting this creative work.

Even I was thrilled by the titles that developed. Wouldn't you like to know about "The Golden Bird's Surprise," "The Swallow's Secret," "A Clever Clown," "Polliwog Park," "The Add-a-Day Tree," or "The Moth That Lights a Candle"? (I found out that whereas most moths are singed to death by candles, the *Pronuba* fertilizes a blossom called in the Southwest "the candle of the Lord.")

"A Queer Lunch Counter," the tenth chapter in my book, is about the Gila lizard. My hero is Charley Gray Hat, a little Navajo boy. The Gila's tail, my story reveals, is so fat that it serves as a lunch counter. I had to find out *what makes the Gila's tail so fat*.

In my chapter on "Black Travel Magic," there is one unpronounceable name of a West African tribe. I was unable to find that name in our city library, but I talked with a member of the faculty of our state university—and then read five volumes on African witchcraft before I completed this one chapter.

The color plates, you see, were simply springboards to ideas that sent me on long trails of research. Yet I feel amply repaid for every hour spent. When my "Secrets of Mother Nature" came off the press, I was as thrilled as a mother with her new-born child. More thrills came when the book was awarded first place in juvenile non-fiction in a state contest, and later first place in a similar national contest. But biggest thrill of all came when a sixth grade girl wrote from a distant state, "We want you to know how much we like your book, 'Secrets of Mother Nature.' We think it is one of the most interesting books in our library."

THE STUDENT WRITER

CONDUCTED BY WILLARD E. HAWKINS

LXXIV—CRIME FICTION FORMULAS

(3) Deduction with Suspect Hero

In the story of pure deduction, the detective is usually a complete outsider who steps into a crime mystery and proceeds to solve it. We have considered one variation from this formula, "Deduction with Menace," in which the detective finds himself and persons close to him in personal danger through the machinations of the criminal. A step beyond this finds the hero even more closely involved. He is not merely in danger—he is the chief suspect. Unless the actual criminal is disclosed, he will probably be punished for the crime. In such a yarn, the suspect hero sometimes turns detective in order to clear himself; in other instances the clearing is done by a relative, sweetheart, or other character who has some interest in the hero. The yarn thus takes on either the characteristics of Straight Deduction or of Deduction with Menace, depending upon whether the investigation arouses the active opposition of an unprincipled criminal or merely involves the sorting out of clues. Following are typical instances of Deduction with Suspect Hero from the all-fiction periodicals:

GRADE CROSSING. (Edith Bristol in *Detective Story*, December, 1944.)

Kevin Farrell is on trial charged with killing old Peter Murfin and robbing him of a large sum. The case against Farrell is apparently clear. A revolver marked with his initials was found under a culvert near Murfin's home. A day or so after the murder he had deposited a sum of money in the bank. The bills are identified by Murfin's secretary, Cyril Greene, as part of the loot from Murfin's cash box. Farrell's explanation—that some anonymous debtor of his father sent it to him as "conscience money"—is not believed. Cyril also testifies to seeing Farrell approaching Murfin's house the night of the murder, claiming that he stopped at a railroad grade crossing on hearing the train whistle, and saw Farrell in the light of the headlight as the train approached the crossing.

Judith Gage, newspaper girl, loves Kevin and is convinced of his innocence. Doubting Cyril's story, she goes to the grade crossing at midnight. The train rings a bell instead of whistling, and instead of taking the grade crossing, it drives into a newly constructed underpass, so that the headlight does not illuminate the point where Cyril claims he saw Farrell. With this new evidence, Farrell's attorney is able to break down Cyril's testimony and obtain a confession of guilt from him. The "conscience money" had been sent by Cyril as a means of planting the stolen bills on Farrell and framing him for the murder.

In this example, of course, the suspect hero is unable to do anything toward clearing his own name—the detective work is undertaken by his sweetheart. No menace to the hero or his girl friend is involved—other than the fact that he is a suspect—so the story more closely parallels the Straight Deduction formula than that of Deduction with Menace.

BIOGRAPHY OF DEATH. (Joan Nanovic in *Detective Story*, April, 1944.)

The first-person heroine, whose occupation consists of inducing near-celebrities to let her write

their biographies for a "vanity" collection of "Well-Known Americans," calls on Wesson, a popular writer in an arty community. She finds him dead. Circumstantial evidence causes the sheriff to suspect her. To clear herself, she investigates, is about to worm some important information from a woman friend of the victim, when the woman is killed, evidently to silence her. An attempt also is made on the heroine's life. Putting clues together, she reconstructs the crime thus: Wesson made a practice of buying plots from other writers. Malloy, posing as a writer, had sold Wesson a plot stolen from a published yarn, getting the latter "in dutch" with his editors. Accused of the fraud by Wesson, Malloy killed him. When the heroine points to Malloy as the guilty man, and presents her proofs, he makes a break for freedom, but is caught.

This follows more nearly the Deduction with Menace formula. The heroine not only is confronted by the task of clearing up the suspicion against her, but is hampered by a murderer who will stop at nothing.

MURDER'S HAPPY HONEYMOON. (Lawrence Donovan in *Speed Detective*, March, 1944.)

Celia has become the bride of Major Doyle, but to the disgust of the narrator, an escaped convict named Lindner, Doyle spends his bridal evening keeping a rendezvous with an old flame, Roxy. Lindner, with Stratton, who had been Doyle's rival for Celia, follows a car which is found wrecked with Doyle apparently dazed and Celia dead from a hammer blow. Indications are that Doyle killed her. But Lindner discovers circumstances which cause him to turn on Stratton, accusing him of the deed. Roxy, reviving, confesses the plot. After inducing Doyle to see her by means of a blackmailing story, she gave him a doped drink, and drove him to the lonely spot, on Stratton's promise to pay her for breaking up Doyle's marriage. There Stratton had struck her with the hammer, leaving her with Doyle so that the latter would be accused of the murder. Lindner gives himself up to the law in order to see that justice is done, Doyle being exonerated and Stratton receiving his just punishment.

Doyle, the sympathetic character in spite of appearances against him, takes no active part in saving himself from the frameup engineered by Stratton. The actual solving of the crime—or attempted crime—is accomplished by Lindner. We could, if preferred, view Lindner as the hero, in which event this would more properly be classed as an example of Deduction with Menace.

FRONT-PAGE COPY. (Novelette by Julius Long in *Detective Story*, April, 1944.)

Randolph Marquis is killed, apparently by a ricocheting bullet, fired by John May in a gravel pit. Finding himself in trouble, May engages Foster, a lawyer, to protect his interests.

Investigation convinces Foster that the victim was murdered. While getting acquainted with the household and the grandchildren—a peculiar lot, including a pair of old maid twins—he is called in to make a will for Randolph's (the victim's) dying mother. She leaves half her fortune to Teresa, favorite grand-daughter, with whom May is in love; the rest is divided between the other five grandchildren. Before she can sign the will, she falls into a coma, but Foster's sweetheart, assisting him, takes advantage of a lucid moment and secures her signature.

Convinced that Teresa is in danger from the

same murderer who killed Randolph, Foster urges May to take her away. Returning, he finds the grandmother murdered in her bed, the will missing—also his sweetheart. Searching for her, Foster comes upon two of the grandchildren beating May, with Teresa bound and helpless. Next development is the discovery of his sweetheart in the bed in place of the murdered woman. The two old-maid twins corner him with a gun, admit killing Randolph, also their grandmother, and destroying the will—in order to inherit a larger share of the estate. They intend to kill Foster and his sweetheart, but by a ruse Foster overpowers them.

This again could be construed as "Deduction with Menace," depending upon whom we regard as the hero. Foster plays the more active part, but viewing May as the protagonist, we have Deduction with Suspect Hero—an example in which the hero is both suspected of the original crime and menaced personally and through his loved one by the murderers.

MURDER IN A CAPSULE. (Louis Devon in Thrilling Detective, April, 1944.)

Doc Weller, an old druggist, is under suspicion of sending a woman capsules filled with arsenic, which caused her death. Through a series of circumstances, involving luck rather than shrewd deduction on the druggist's part, he eventually pins the murder on Miss Night, the woman's nurse, who substituted arsenic for the powder originally placed in the capsules by the druggist.

Here the suspect hero plays the detective and solves the murder mystery as a means of clearing himself.

TRUMP FOR THE ACE. (Robert Leslie Bellam in Speed Detective, December, 1944.)

Private Detective Turner is hired by Ken Kensington, movie star, whose marriage to Lorine Lanson, also a star, is jeopardized by a black-maller. The blackmail demands \$10,000 to reveal the whereabouts of Ken's former wife, whom Ken had believed dead. From concealment, Turner sees Ken pay the money to the black-maller, Ormond, who is shot from ambush as he leaves the house. Ken accuses Turner of the murder. Arrested, Turner escapes, goes to Lorine Lanson. Lorine has an obviously fraudulent alibi, but it is backed by her wardrobe woman. Turner tells the two women that Ken, Lorine's lover, committed the murder—has confessed. He then returns to the police, gives himself up. The wardrobe woman's suicide and confession clears the mystery. She was Ken's first wife. Sacrificing herself for his future, she had contrived to make Ken believe her dead. Discovering that Ormond, who knew her secret, was blackmailing Ken, she shot him. Turner suspected who she was and gambled that his assertion that Ken was the acknowledged killer would bring about her own confession to absolve him.

In this case, the circumstantial evidence is clearly against Turner, the suspect hero, and he is forced to solve the case in order to clear himself.

HAT CHECK HOMICIDE (C. William Harrison in Detective Tales, March, 1944.)

As a camera girl flashes a picture in Phil Webb's new night club, Sammy Wayne, holder of the hat-check and camera concession, falls dead, knifed in the back. Circumstances point to the narrator hero, Nolan, also to Dorne, who made a break for freedom at the discovery of Wayne's murder. In the scuffle to capture Nolan, Webb's fountain pen is knocked from his pocket, spatters

on Nolan's sleeve. As detectives put the handcuffs on him, he is startled to notice that the ink marks have disappeared. He demands that they look at the concession contract in the dead man's pocket. The contract is there but unsigned, although the money Nolan knew Wayne brought with him to pay for the concession is missing. Dorne returns, explaining that he ran away to obtain the negative snapped by the camera girl, believing it would show the murderer. Webb tries to snatch the negative from him. Nolan reveals what he had deduced from the fountain pen incident. He accuses Webb of getting the money from Wayne by signing the contract with disappearing ink, then murdering him so that he could sell the concession over again. Nolan is exonerated and Webb arrested.

The story is told in a rapid-fire manner, all the action taking place in a few minutes. Nevertheless, the plot is based on the formula of pure deduction, with suspects and motives, the suspect-hero saving himself and bringing the murderer to justice by observing clues and making logical deductions therefrom.

Further examples of this category will be reviewed in the next installment.

□ □ □ □

Controversy, Box 910, Sheridan, Wyo., pays with six copies of the magazine on publication, one year's subscription starting on acceptance, unless otherwise arranged, for articles dealing with social and economic problems of current importance, especially dealing with more controversial subjects. No technical jargon is allowed. Rebuttals of preceding articles are used, and participation is urged in symposia and debates. Lengths are from 1000 to 5000 words for articles, 500 to 2000 words for current affairs, and literary essays, and 2000 words for the very few short stories of literary quality used. A limited amount of modern, satirical verse, not over 50 lines, preferably less, is used. John F. McWilliams is editor.

Trans-Canada News Service has been renamed the Trans-Canada Press Service, 5019 Coolbrook Ave., Montreal, P. Q. It uses features in series, and columns on a 50-50 royalty basis, but for the duration is all staff-written.

Your Music, 359 Lexington Ave., New York 17, is announced as "the only magazine of its kind, presenting the human and social aspects of music from the pens of noted authors, psychologists, musicians, and educators." It is not a technical or trade paper, but a publication for the musical layman and the public in general, considering that music is not only an art but a social need. Each issue will include profiles, short stories, fiction, anecdotes, and a condensed "best seller." Writers are requested to submit personal and human stories on any subject, in the field of music, ranging from music archeology to the emotional reactions of a "jitterbug." They may submit articles based on research through local libraries, human-value pieces on composers and musicians, personal reactions to music, jive or classical, humorous stories about music or having a musical background; everything, in fact, that denotes the listeners' point of view. Payment, according to Yvonne R. Seaman, managing editor, will be liberal for material accepted, and checks will be mailed upon publication. Queries are welcomed. Peter Aria, internationally known as a musician and a writer on musical affairs, has been secured as editor.

The Grail, St. Meinrad, Ind., a religious magazine edited by Rev. Jerome Palmer, O. S. B., is no longer overstocked with stories. Payment is made on acceptance at indefinite rates.

JACKPOT!

By KATHERINE BLAKE

An earnest young writer called Meader
Earned barely sufficient to feed her.

But her book rang the bell,
Made a fortune as well,
When it killed all concerned save the reader.

THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS—PUBLISHED QUARTERLY

JUNE, 1945

The Handy Market List offers, in brief, convenient form, the information of importance to writers concerning periodical markets. Constant vigilance is exercised to keep this quarterly list accurate and up-to-date; it is appreciated when readers call our attention to errors or omissions. The magazines are grouped under classifications designed to assist the writer in locating the markets for specific types of material. A few abbreviations are employed. M-20 means monthly, 20 cents a copy; 2-M, twice monthly; W, weekly; Q, quarterly. Figures indicate preferred word limits. "Acc." indicates payment on acceptance or shortly after; "Pub." indicates payment shortly before or after publication. When specific word rates are not given, "first-class rates" indicates a general average around 5 cents a word or better; "good rates," around 1 cent a word; "fair rates," around ½ cent a word. The parenthetical statement following title of magazine indicates the banner or name of publishing house; "S. & S." stands for Street & Smith. "Macfadden" for Macfadden Publishing Co., etc. The notation "Slow" or "Unsatisfactory" is a warning that delays or non-payment for material have been reported by contributors. It should be obvious that The Author & Journalist can assume no responsibility for the periodicals here listed, but merely publishes the available information for the guidance of readers. Submitted manuscripts should always be accompanied by return postage—preferably by stamped, addressed return envelopes—and copies should be retained as insurance against loss.

A—GENERAL LIST

STANDARD PERIODICALS

America, 329 W. 108th St., New York. (W-15) Articles on topics of current social and political interest; short modern verse. Rev. John La Farge, S.J. \$25 per 1700 word article (about 1½c). Acc.

American Hebrew, The, 48 W. 48th St., New York. (W-15) Articles on Jewish affairs, short stories, Jewish background. American scene 1200-1500. Florence Lindemann. ½c up, shortly after Pub.

American Legion Magazine, 1 Park Ave., New York. (M) Short stories and articles, 1500, with appeal to men. Alexander Gardiner. Acc., no set rate. (Query.)

American Magazine, The, (Crowell) 250 Park Ave., New York 17. (M-25) Short stories 3000-4500; short shorts 1000-1500; stories, 750; vignettes, 500; novels, 25,000. Articles usually arranged for, Sumner Blossom; John K. McCaffery, Fiction Ed. First class rates. Acc.

American Mercury, The, 570 Lexington Ave., New York 22. (M-25) Political, foreign affairs, art, medicine, science, music, etc., articles and essays, short stories, up to 3000; verse. Lawrence E. Spivak. 3c up, Acc.

American Swedish Monthly, The, 45 Rockefeller Plaza, New York 20. (M-20) Illustrated articles dealing with Sweden, relations between Sweden and U. S., or stories of Americans of Swedish stock who are prominent in the war effort. 1000-2000. Victor O. Freeburg. 2c, photos \$3. Acc.

Arctidian Life, P. O. Box 233, Cape Girardeau, Mo. (Q-25; 1 yr.) Official organ American Folkways Assn. Ozark folk lore material. Garland Bricker, Ed.-Pub. Verse, prizes only.

Argosy, (Popular) 205 E. 42nd St., New York 17. (M-25) Short stories of colorful, adventurous, dramatic living, to 5000; 20-25,000, complete short novels. Articles, features, verse. Cartoons. Henry Steeger, Ed.; Rogers Terrill, Mng. Ed.

Asia and the Americas, 40 E. 49th St., New York 17. (M-35) Interpretative articles on oriental life, politics, art, culture, exploration and thought. Asiatic Russia included. 800-3400. Oriental fiction. Richard J. Walsh. \$15 a printed page. Acc.

Atlantic Monthly, 8 Arlington St., Boston 16. (M-40) Essays, human-interest articles, sketches, short stories, verse; unusual personal experiences; high literary standard. Edward Weeks. Good rates. Acc.

Beaver, The, Hudson's Bay Co., Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, anthropology, natural history in the Canadian North, up to 2500, illustrations essential. Clifford P. Wilson. 1½c. Pub.

Belgium, 247 Park Ave., New York 17. (M-50) Articles on Belgian personalities, customs, art, etc., throughout the world; also material on the Belgian Congo, 1000-2000. Rene Hilaire. \$15-\$25 per article. Pub. Query before submission.

California Highway Patrolman, The, Box 551, Sacramento, Calif. (M) Safety articles; school or city safety drives; 500-2500. W. Howard Jackson. 1c. Acc.

Canadian Forum, The, 28 Wellington St. W., Toronto, Can. (M-25) Short stories to 1500 words reflecting current Canadian social scene; articles and essays, 1800. Poems of high literary quality. Alan Creighton, Asst. Ed. \$5 a story. Pub.; poems and articles paid in subscriptions.

Canadian Geographical Journal, 49 Metcalf St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-3000. Gordon M. Dallyn. 1c up, Pub.

Chicago Jewish Forum, 176 W. Adams St., Chicago. (Q) Articles, short stories and poetry, Jewish subjects and minority problems only. Benjamin Weintrub. ½c. Acc.

Christian Century, The, 407 S. Dearborn St., Chicago. (W-15) Articles on religious, economic and social topics. Chas. Clayton Morrison. Indefinite rates.

Christian Science Monitor, 1 Norway St., Boston 15. (D-5)

Articles, essays, for editorial and department pages, up to 800; forum to 1200; poems. Acc., or Pub.

Collier's (Crowell), 250 Park Ave., New York 17. (W-10) Short stories, 1250 up; serials up to 64,000; novels and articles on popular questions of the day 3500; fillers; cartoons; verse only rarely. Allen Marple, fiction editor. First class rates. Acc.

Columbia, 45 Wall St., New Haven, Conn. (M-10) (Knights of Columbus) Articles of general Catholic interest, 2500-3500; essays, short stories; verse. John Donahue. 1c to 3c. Acc.

Common Ground, 222 4th Ave., New York 3. (Q-50) Articles, fiction, and poetry on the racial-cultural situation and folk materials in America, 1500-3000. Margaret Anderson, Ed. ½ to 2c. Pub.

Commonweal, The, 386 4th Ave., New York 16. (W-10) Independent Catholic review. Timely articles on literature, arts, public affairs, up to 2500; verse up to 16 lines. Philip Burnham, Edw. Skillin, Jr. ½c, verse 40c line. Pub.

Coronet, (Esquire, Inc.) 919 N. Michigan Ave., Chicago 11. (M-25) Articles on events, organizations and personalities of general interest, up to 2500; story-telling photos. Harris Shevelson. \$100 up per story or article. Fillers, 400 words or less, 7c. Acc.

Cosmopolitan Magazine, (Hearst) 959 8th Ave., New York 19. (M-35) Outstanding short stories 5000-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels, non-fiction features. Articles of cosmopolitan interest 2000-4000. Frances Whiting. First-class rates. Acc.

Current History, 5528 W. Oxford St., Philadelphia. (M-25) Historical news of battle fronts, world affairs, diplomacy, strategy; important U. S. events; important war documents. D. G. Redmond. 1c. Pub.

Desert Magazine, The, El Centro, Calif. (M-25) Illustrated feature articles from the desert Southwest on travel, nature, mining, archaeology, exploration, personalities. (Overstocked with poetry.) Randall Henderson. 1c and up, prose. Photos \$1 to \$3. Acc.

Digest and Review, 683 Broadway, New York. (M-25) Second serial rights on articles on politics, national defense, science, psychology, self-help, vocational guidance. Authentic, sparkling. No poetry, fiction, photos. Credit to author and magazine; also free copies of issue containing digest. W. M. Clayton. 1c. avg.

Elks Magazine, 50 E. 42nd St., New York 17. (M-20) War articles, 5000; cartoons. All material must touch on war or post-war world. Coles Phillips. \$100 to \$500. Acc.

Esquire (Esquire-Coronet), 919 N. Michigan Ave., Chicago 11. (M-50) Sophisticated unsentimental articles; masculine viewpoint; essays, sketches, short stories, especially action, 2000; cartoons, cartoon ideas. (No feminine by-lines.) Arnold Gingrich. Usually \$100 up for story or article. Acc.

Everybody's Digest, (W. J. Smith Pub. Corp.) 420 Lexington Ave., New York 17. (4 yearly-15) World events, politics, general news and commentary on world events, humor, etc., 60% digest, 40% new material. Wm. H. Kofoed, Edit. Dir.; Madalynne Reuter, Assoc. Ed., to whom queries should be addressed.

Extension (The National Catholic Monthly) 360 N. Michigan Ave., Chicago 1. (M-30) Short stories, 1000-5000; romance, adventure, detective, humorous; six installment serials, 5000; short-shorts; short articles; cartoons. Eileen O'Hayer, Min. of \$100 on short stories and articles, of \$75 on short-shorts, which are especially wanted. Acc.

Facts, 75 West St., New York 6. (M-25) Factual articles on historical, scientific, political, military, social, psychological, and literary subjects with current application, 2000-3000; fillers, to 1000. Henry Walsh Lee. 3c, top of \$50. Pub.

Far East, The, St. Columban, Perryville, Md. (M-10) Catholic mission features largely staff-prepared; buys short (1500-1800) stories with authentic Catholic background; authentic travel and human-interest articles and photos on China, Philippines, Burma, Korea, Japan, etc.; an occasional non-political

cartoon; a little good poetry. Stories, 2c up, Acc.; articles and photos, proportionately; poetry, 10c a line.

Foreign Service, (V.F.W.) Broadway at 34th St., Kansas City, Mo. (M) Short stories with service background, human angle, no love interest. 2c up; short stories, about 1000. Barney Yanofsky, 2c, Acc.

Fortune, Time & Life Bldg., New York 20. (M-51) Articles with industrial tie-up, 95% staff-written. Some source material purchased. Wm. D. Geer, Publisher.

Freedom, 1375 Oak Knoll Ave., Pasadena 5, Calif. (Q-25) Feature articles and scientific contributions on freedom, condensed and factual, 1000-2500; some verse, 100-250. Frys Hoekins, 1/4c, Pub.

Future, 407 S. Dearborn St., Chicago 5. (M-25) National magazine of U. S. Junior C. of C. Articles on any subject of interest to young men (21-35) to 2000, with illustrations; cartoons. Chas. W. Bower, Pub.

Ghost Town News, 112 W. 9th St., Los Angeles. (Bi-M-10) Authentic tales of the old West; brief biographical sketches of old Westerners, 1000-1100, with one or two photos. Nichols Field Wilson, 1/4c, Pub.

Gourmet, Penthouse, Plaza Hotel, New York 19. (M-25) Anecdotal and informative articles to 2000; verse, cartoons, connected with gourmet eating and living, slanted to male readers. Rates vary. Earle R. McAusland.

Grit, Williamsport 3, Pa. (W-7) Clean short stories, adventure, mystery, love, Western, etc., 1000-3500; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$5 to \$8 per short story, articles \$2 to \$3, photos \$2, Acc.

Harper's Magazine, 49 E. 33rd St., New York 16. (M-40) Timely articles for intelligent readers; short stories; essays; fillers; verse. Frederick Lewis Allen, Acc.

Inter-American, 1625 Connecticut, Washington, D.C. (M-25) Features, articles on specific current developments in Latin American countries, strong human-interest approach, but no romantic drivel, to 2000. Scott Seegers, 2/4c; photos, \$5, Acc. Reprint proceeds split with author. Query.

Judy's, Judy Bldg., 3323 Michigan Blvd., Chicago 16. (M-25) Current interest articles (no rewrites of encyclopedia or textbook); short stories, 900-1800. Will Judy, 1c, Pub.

Leatherneck, Marine Barracks, 8th and I Sts., S.E. Washington 25, D. C. (M-15) Articles by enlisted Marines only.

Liberty, 205 E. 42nd St., New York 17. (W-10) Romantic, adventure, humorous short stories, youthful appeal, 1000-5000; timely human interest articles. Edward Maher. First-class rates, Acc.

Life Story, (Fawcett Pubs., Inc. and Country Press) 1501 Broadway, New York 18. (M-25) Life stories, 3000-7000; accent on biographical details, realism of character and background, dealing with young love, mystery, adventure, marriage problems of interest to women. Novellees, 12,500; novels, 22,500. Fact stories by by-lines and pictures told in first person. Self-help fillers, 800. Geraldine Rhoads, Ed.; Wm. C. Lengel, Exec. Ed.

Maclean's (Maclean) 481 University Ave., Toronto, Canada. (Semi-M-10) Short stories, love, romance, sex, mystery, industrial, war, adventure, outdoor, up to 5000. Illustrated articles of Canadian interest; cartoons. W. A. Irwin, Mng. Ed. 3c up, Acc.

Magazine Antiques, The, 40 E. 49th St., New York. (M-50) Authoritative articles representing new discovery, or a new point of view, or a new opinion, regarding some aspect of glass, china, metalware, furniture, etc., 1000-2500. Jokes; fillers; essays, news items; photos. Alice Winchester, 1/4c, Pub.; exclusive photos, paid for at cost.

Magazine Digest, 20 Spadina Rd., Toronto, Canada. Buys original articles and fillers. Anne Fromer, Mng. Ed. Payment according to piece.

Marine Corps Gazette, The, 1121 14th St., N. W., Washington 5, D. C. (M-30) Professional, military, and Marine Corps subjects, 1000 to 2000, illustrated. Col. John Potts, USMC. \$10 a page (1000 words), Pub.

Mayflower's Log, The, Mayflower Hotel, Washington 6, D.C. (M) Stories, verse and sophisticated articles on general subjects, 1000-2000. Frank B. Cook. Payment by article, average 1/2-2c, Acc.

Memorah Journal, The, 63 5th Ave., New York. (Q-51) Jewish short stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

Mind Digest, York, Pa. (M-25) Short articles on metaphysics, new thought, psychic phenomena; lectures, sermons, outstanding prayers and courses of instruction; new or reprint articles or poetry. W. G. Faltin. 1c-2c, new material, 1/2-1c, reprint, Acc.

Montrealer, The, 1075 Beaver Hill, Montreal, P. Q., Canada. (M-10) Short stories to 1500. Roslyn Watkins, 1c, Pub.

Montreal Standard, The, Montreal, P. Q., Canada. (W-10) Features of Canadian interest, short stories, 1500-2500, novellettes, about 35,000. A. G. Gilbert. 1c-2c, Acc.

Nation, The, 20 Vesey St., New York 7. (W-15) Articles on politics, literature, economics, up to 2400. Freda Kirchwey, 1/4c, Pub.

National Geographic Magazine, 1156 16th St., N.W., Washington, D. C. (M-50) Official journal National Geographic Society. Articles on travel and geographic subjects up to 7500; photographs. Gilbert Grosvenor. First-class rates, Acc.

National Jewish Monthly, The, 1093 K St., N.W., Washington, D.C. (M-15) Short stories, articles, essays, Jewish interest. 1000-3000. Edward E. Grusd. 1c to 2c, Pub.

National Police Gazette, 1560 Broadway, New York 19. Factual police stories, sports stories, to 1500; personality pieces on sports figures; short Washington items. Harold E. Roswell. 2c, up, Pub.

New Masses, 104 E. 9th St., New York 3. (W-15) Progressive, win-the-war sociological, economic articles, addressed particularly to the middle class; also short stories, reportage, sketches, poems, cartoons, photos. No payment.

New Mexico Magazine, Santa Fe, N. M. (M-15) Illustrated articles on New Mexico. George Fitzpatrick, \$10 to \$15 per article, Pub. Verse, no payment.

New Republic, The, 40 E. 49th St., New York. (W-15) General articles, 1500-2500, dealing with economics, sociology, national and international affairs. Bruce Bliven, 2c, Pub.

New Yorker, The, 25 W. 43rd St., New York 18. (W-15) Short stories and humor 400 to 2000; factual and biographical material up to 2500; cartoons, cartoon ideas; light verse. Good rates, Acc.

Omnibook, 76 9th Ave., New York. (M-35) 25,000 word abridgements of current best-selling books. Pays up to \$3000 for abridged reprint rights, Acc. (Not interested in original material.)

Opinion, 17 E. 42nd St., New York 17. (M-25) Articles 2500-3000; short stories 2500; verse; fillers; Jewish interest. Dr. Stephen S. Wise, 1c, Pub.

Opportunity, A Journal of Negro Life, 1133 Broadway, New York. (Q-25) Short stories, articles, poetry; Negro life and problems. Madeline L. Aldridge. No payment.

Our Army, 11 Park Place, New York 7. (M-30) Stimulating controversial military articles; short service stories 1000 to 1200; jokes; cartoons; regular army background. Carl Gardner. Payment based on piece, not number of words, Pub.

Our Dumb Animals, 180 Longwood Ave., Boston 15, Mass. (M-10) S. P. C. A. organ. Animal articles, up to 500; verse up to 16 lines; cartoons; photos. W. A. Swallow, 1/4c, poems \$1 up, Acc.

Our Navy, 1 Hanson Pl., Brooklyn, N. Y. (2M-25) Authentic articles on modern naval subjects 2000-4000; action naval short stories; cartoons; photos. Bruce Baylor, 1/4c, Pub. No Payment for verse.

Pacific Frontier and the Philippines, 457 Rodena Ave., Los Angeles 22. Fact, fiction, fantasy, or poetry designed to interpret inter-racial understanding in terms of Pacific culture, with which are included the Pan-American, the Canadian, and the Alaskan. Simeon Doria Arroyo. Payment only in free copies at present.

Pageant, (Hillman Periodicals) 1476 Broadway, New York 18. (M-25) Pocket-size magazine using only original material, articles, short stories, photographic features and block layouts. Articles on any subject of interest to a mass circulation periodical, to 2000. Many short fillers. One or two very short stories of literary value in each issue. Vernon Pope.

Pan American, The, 1150 6th Ave., New York 19. (M-25) Articles on South American subjects by people who have lived there, or, preferably, by Latin-Americans, 1000-1500; short stories by Latin-Americans (reprinting considered of stories published elsewhere by North Americans), to 1500; fillers with South American twist, to 150. Exceptional photography or drawings of Latin-Americans. Hal F. Lee. 1-1/4c, photos \$2-\$5, Pub.

Pathfinder, 1323 M St., N.W., Washington 5, D. C. (W-5) Human interest and local history for "Americana," "Woman's World," "Pathfinders," and "Education" departments, 100-350. Robert West Howard. 5c a word for edited material, within 1 week of Acc.

Popular Psychology Guide, 114 E. 32nd St., New York. (Bi-M-25) Inspirational articles 1100-1200. 1/4c, Pub.

Progress Guide, Glen Ellyn, Ill. (M-25) Pocket-size magazine using articles in social, economic and scientific fields with popular slant, to 1800; fillers. John J. Miller, B.S. 2c, Acc.

Railroad Magazine, (Popular) 205 E. 42nd St., New York 17. (M-25) Technically accurate railroad material. Fact articles and photo stories. Query editor beforehand stating subject and qualifications for handling. Henry B. Comstock. Good rates, Acc. (Overstocked with poetry and fillers.)

Rayburn's Ozark Guide, Lonsdale, Ark. (Bi-M-25) Short stories, features, verse, photos with Ozark slant. Otto Ernest Rayburn. Payment by arrangement.

Reader's Digest, Pleasantville, N. Y. (M-25) Digests of published articles; occasionally original articles. Good rates, Acc.

Read, 75 West St., New York 6. (M-25) Timely general articles to interest whole family; fillers, 1500-; with exceptionally good articles to 2000. No fiction or photographs. Henry Lee. 5c, Pub.

Reader's Scope, 114 E. 32nd St., New York 16. Pocket-size magazine using reprints and original material. Open market for self-help, and anti-Fascist, post-war, foreign affairs, etc. articles; profiles of interesting people, 1200-1500, with occasional article to 3000. Leverett Gleason.

Redbook (McCall) 230 Park Ave., New York 17. (M-25) Short stories, serials, complete novels, novellettes, feature articles. Edwin Balmer. First-class rates, Acc.

Rotarian, The, 35 E. Wacker Drive, Chicago 17. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.

Russian Review, The, 213 W. 23rd St., New York. Scholarly articles and essays on Russia, past or present, 3000-3500. \$25, Acc.

Saturday Evening Post, The, (Curtis) Independence Sq., Philadelphia 5. (W-10) Articles on time topics, 1000-4000; short stories 2500-5000; serials 40,000 to 60,000; lyric and humorous verse; skits, cartoons, non-fiction fillers, to 500. Ben Hibbs. First-class rates, Acc. (Reports within a week.)

Saturday Night, 73 Richmond St., W. Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 1/4 to 1c, photos \$2-\$3, Pub.

Saturday Review of Literature, 25 W. 45th St., New York 19. (W.) Articles, essays, verse, fact-items, on literature. Norman Cousins, \$5 column (10 inches); poems, \$10; cartoons, \$10.

Sea Power, 76 9th Ave., New York. Published by Navy League of U. S. (M-25) Articles to 2500 on all aspects of all navies and the merchant marine; also first person stories of war adventures at sea. Roger Kafka, 2c, Pub. Query.

Sir, 103 Park Ave., New York 17. (Bi-M-25) Short articles to 2000, and stories of appeal to men, to 4000; short-shorts; fillers, 1000; 2c, Acc.

Story, 432 4th Ave., New York. (Bi-M-40) Distinctive short stories, "novellas." Whit Burnett. Moderate rates. Pub.

Swank, 33 W. 42nd St., New York 18. (M) Articles and fiction, 2000; verses, cartoons, and picture stories, all with appeal to the intelligent male in the professional or businessman's class. Must be entertaining, smart, swift-moving. Charles Lam Markmann, 3c, articles; 5c, fiction; 50 cents a line, verse; \$25 a page, picture stories; \$25, quarter-page cartoon; \$35, half-page, and \$50, full page.

This Month, 247 Park Ave., New York 17. (M-25) Human interest political (international) articles to 1500; fillers, jokes, fact items, etc., to 500. Ada Siegel. 4c-10c; jokes, \$5; epigrams, \$3; fillers, \$5-\$10, Acc.

This Week, 420 Lexington Ave., New York 17. (W-magazine section of 21 newspapers) Romance, mystery, adventure, humorous short stories, 1200-3300; short articles on popular science, interesting personalities, sports, news, subjects making for a better America, to 1500; inspirational editorials 800-1000; fillers, cartoons, short animal material; appealing animal photos. William I. Nichols.

Tomorrow, 11 E. 44th St., New York 17. (M-35) Quality monthly. Short-shorts of unusual literary merit, 2000-4000; articles on politics, international affairs, all the arts and sciences; articles with a humorous slant. Must have a topical or "tomorrow" slant. Verse; fillers. Scudder Middleton. \$100 up, Acc.

Toronto Star Weekly, The, 80 King St. W., Toronto, Canada. (W-10) Feature articles, Canadian appeal, to 2500. Novels, 50-90,000, and serials, 18-20,000; short stories, 500-4500; love-adventure, romantic, Western, mystery, detective, sport, etc. Jeannette F. Finch, Article Ed., Gwen Cowley, Fict. Ed. Varying rates, Acc.

Town and Country, 572 Madison Ave., New York 22. (M-20) Satirical, topical short stories, articles, essays, on unusual subjects, not addressed to a purely feminine public. Harry A. Bull. Varying rates, Pub.

Tricolor, 1 E. 57th St., New York 22. (M) Feature articles dealing with current problems and current scene; biographies; "profiles"; criticism; short stories (no love); novelettes; serials; photographs and verse. Bart Keith Winer. \$75 to \$200. No standard rate for verse.

True, (Country Press) 1501 Broadway, New York 18. (M-25) Any factual subject of interest to men—adventure, personality, sports, hunting, fishing—to 5000. Fillers 500 up. Cartoons; cartoon ideas. Horace B. Brown. According to value, Acc.

U. S. Army Review, 502 Masonic Temple Bldg., New Orleans, La. (Bi-M) Personal, human-interest military features, with art, to 1500. Harry C. Ford. 5c up.

U. S. Navy Magazine, 512 5th Ave., New York 18. (M-25) Material largely from naval personnel; to 2000. H. C. Blackerby. 5c, Pub.

Virginia Quarterly Review, 1 West Range, Charlottesville, Va. (Q-75) Exceptional literary, scientific, political essays 3000-5000; short stories and verse of high standard. Charlotte Kohler, Mng. Ed. Good rates, Pub.

The Wage Earner, 27 School St., Boston. (M) Exclusive stories giving sidelights of cooperation between labor and management to the benefit of all concerned; articles on planning, reconversion, and marketing. Arthur L. Meyerhoff. 1c-2c; photos, \$1.

Welcome News, 404 W. 9th St., Los Angeles. (Q-10 for duration) Articles on travel, history, biography, 200-1500; essays on Cooperatives and social reform, 1000-1200; short stories along socialistic lines; varied verse. T. G. Mauritzen. Payment as agreed, Pub. (Overstocked.)

Westways, 2601 So. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 1500, photos of out-of-door California, natural science, history, biography. Phil Townsend Hanna. 3 1/2c, payment by negotiation, Acc.

Woodmen of the World, 216 Insurance Bldg., Omaha, Neb. (M-5) Short stories with appeal to male reader. Horace L. Rosenblum. \$5, Acc. or Pub.

Yale Review, Box 1729, New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 5000-6000. Helen MacAfee, Mng. Ed. Good rates, Pub.

Yank, 205 E. 42nd St., New York 17. (W-5) Military short stories, articles, photos, news items, cartoons from enlisted personnel of U. S. Army only. M/Sgt. Joseph McCarthy. No payment.

Your Life, The Popular Guide to Desirable Living, 354 4th Ave., New York 10. (M-25) Inspirational, helpful articles on living, 1200-2500; fillers. Douglas Lurton. First-class rates, Acc.

Your Mind—Psychology Digest, 103 Park Ave., New York 17. (Q-25) Material on psychological subject-matter. Dr. Thomas Garrett, Ed.; Lesley Kuhn, Mng. Ed. Up to 1c, Acc.

Your Personality, 354 4th Ave., New York 10. (Twice a year.) Helpful articles on all phases of personality, 700-2500. Good rates, Acc.

year old. Uses in every issue an article by physician. No fiction. No payment for verse. Welcomes contributions of less than 1000 words dealing with infant care. No photos. Only magazine of its kind edited by a professional registered nurse, Beulah France. 5c, Pub.

American Cookery, 11 E. 44th St., New York 17. Magazine for home economists, teachers, and workers in food and news items; photos; cartoons and cartoon ideas. Rose Marie Martocci, Mng. Ed. 1c, Pub.

Better Home, The, 161 8th Ave. N., Nashville 3, Tenn. (Q-12) Short stories and feature articles of interest to home and family groups, Christian viewpoint, 750-1800; short poems of lyric quality, human interest, and beauty; occasional photos. Howard M. Reeves. 5c average, Acc.

Brides Magazine, 527 5th Ave., New York 17. (Q) Articles, 100-1500, covering fashions, recipes, home decoration, etc., of interest to brides. Marian E. Murtfield. Varying rates, Acc.

Canadian Home Journal, 73 Richmond St. W., Toronto, Ont. (M-10) Short stories to 5000, 4 to 6-part serials; articles of interest to Canadian women, 2500. W. Dawson. Good rates, Acc.

Charm Magazine, (S. & S.) 122 E. 42nd St., New York 17. (M-15) Articles to 3000 of interest to the business girl. No particular slant. Cartoons. Mrs. Frances Harrington. Good rates, Acc.

Chatelaine, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short stories, love, married-life, parental problems, mystery, adventure, 3500-5000. Articles, Canadian interest, up to 2000. Mary-Etta MacPherson, Mng. Ed. 1c up, Acc.

Everywoman's Magazine, 1790 Broadway, New York. (M-5) Love and domestic stories with housewife slant, 3500-5000; short-shorts, 1200-1500; light articles, 1000; short verse; how-to-do-it items. Joan Ranson. Approx. 2c, Acc.; short-shorts, \$50.

Family Circle Magazine, The, 400 Madison Ave., New York. (W-gratis) Short stories, 2000-3000. R. R. Endicott. 3c, Acc. (Limited market.)

Glamour, (Conde Nast) 420 Lexington Ave., New York 17. (M-20) Love, job, and personality articles, to 1500; how-to articles; facts with light treatment; fillers. Elizabeth Penrose, Ed.; Ray Pierre, Feature Ed. \$25-\$150, Acc. (Query on articles.)

Good Housekeeping, (Hearst) 57th St. and 8th Ave., New York 19. (M-35) Short stories up to 10,000; short articles; verse. Herbert R. Mayes, Acc.

Harper's Bazaar, 572 Madison Ave., New York 22. (M-50) Distinguished short stories only; not popular magazine material. Frequent articles in outline form. Mary Louise Aswell, Lit. Ed. Good rates, Acc.

Holland's The Magazine of the South, Main and 2nd Sts., Dallas, Tex. (M-10) Articles of interest to Southern women, 1000-2000; love short stories, 1500-3500; novels, 30,000; serials, 30,000; novelettes, 10,000; fillers, 200-500. J. Tom Mann. 1c up, Acc.

Household, 8th and Jackson Sts., Topeka, Kans. (M-20) Household and general articles, short stories, 1000-3000. Nelson Antrim Crawford, 2c up, verse 50c line, Acc. (Overstocked with fiction.)

Independent Woman, 1819 Broadway, New York. (M-15) (National Federation Business & Professional Women's Clubs) Articles expressing woman's viewpoint on social and economic matters, business and professional women's problems, stories of women's success in business, techniques for satisfying living; women's adventures; woman's part in the war effort; light, humorous articles, woman's angle, 1500-2000. Verse 2-5 stanzas. Short jokes. Frances Maule. \$5-\$35 per article, verse \$2-\$3, Acc.

Ladies' Home Journal, (Curtis) Independence Sq., Philadelphia 5. (M-15) Articles 2000-5000; short stories 2500-7500; serials 50-70,000; novelettes 20-40,000, short lyric verse; fillers; cartoons. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

Mademoiselle, (S. & S.) 122 E. 42nd St., New York 17. (M-25) Short stories and articles for smart young women, ages 17-35, 1500-3000; humorous sketches; cartoons. Betsy Talbot Blackwell, Acc.

Mayfair, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Articles of Canadian war-time urgency and interest. J. Herbert Hodgins, 1c, Pub.

McCall's Magazine, (McCall), 230 Park Ave., New York 17. (M-15) Serials, 60,000; complete novels, 25-30,000; novelettes, 15,000; short stories, 5000-6000; articles; verse; photos. Otis L. Wiese. First-class rates, Acc.

My Baby, 1 E. 53rd St., New York (Q) Articles to 1000 of interest to expectant mothers, new mothers, and mothers of children up to six years. Photos. No poetry. Gertrude Warburton. 1c, Pub.

National Home Monthly, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; short stories, 5000; verse. L. E. Brownell. Good rates, Acc.

National Parent-Teacher, The, 600 S. Michigan Blvd., Chicago 5. (M) Scientifically accurate, but informally written, illustrated articles on rearing and education of children, to 2500. Eva H. Grant. 5c, photos \$1-\$3, Acc.

Parents' Magazine, The, 52 Vanderbilt Ave., New York 17. (M-25) Articles on family relationships, child care, food with menus and recipes, etc., 2000-3000. Clara Savage Littledale. 2-3c, Acc.; jokes, shorts on childhood and teen-age problems \$5 each. Pub.

She, (News Story Worldwide, Inc.) 521 5th Ave., New York. (M-15) Articles covering women's everyday problems—romance, careers, self-improvement, etc.—1000-3000; stories, either first or third-person, 2000 to 4000. Self evaluation quizzes and questionnaires; original test-yourself ideas and other entertaining features, to 1000; fillers; verse, 1-3c, 60 days from Acc.

Vogue, Incorporating **Vanity Fair**, (Conde Nast) 420 Lexington Ave., New York 17. (M-35) Articles of interest to women, 1500-2000; photos. No poetry, no fiction. Edna W. Chase.

WOMEN'S AND HOME MAGAZINES

American Baby, Inc., 258 Riverside Drive, New York. (M-15) For expectant mothers and mothers of babies under one

Western Family, 3224 Beverly Blvd., Los Angeles 4. (Semi-M) All types of interesting, readable fiction to 2500; short-stories and timely articles of interest to the homemaker, to 1200; two-part serials. Zepha Samoiloff. 2-5c. Pub.

Woman, The, 420 Lexington Ave., New York 17. (M-15) Non-fiction of interest to women, 1800, and articles on what women are doing, preferably written in narrative style; fillers; jokes. Marion White. 5c up. Acc.

Woman's Day, 19 W. 44th St., New York. (M) Fiction, 2500-4500 with human interest appeal to American housewives and mothers; art-of-living and humorous articles, 1000. C. A. Anthony, Mng. Ed.; Betty Finin, Fiction Ed.; Mabel Hill Souvaine, Ed. Rates on arrangement.

Woman's Home Companion, (Crowell-Collier) 250 Park Ave., New York 17. (M-10) Women's and household interests. Articles, 2500-6000; short stories, to 10,000; novelettes, 15,000; short novels, to 25,000; serials to 60,000. Wm. A. Birnie. First-class rates, Acc.

Woman's Life, 354 4th Ave., New York 10. (Q) A companion publication to **Your Life and Your Personality**. Helpful, entertaining articles, 400-2500, on all phases of a woman's life. Douglas Lurton. Good rates, Acc.

ALL-FICTION OR "PULP" MAGAZINES

GENERAL ADVENTURE

(Also Special Classifications not Grouped Elsewhere)

Adventure, (Popular) 205 E. 42nd St., New York 17. (M) Distinctive adventure short stories, novelettes. Kenneth S. White. 1½c up. Acc.

Blue Book, (McCall) 230 Park Ave., New York 17. (M-25) Mystery and adventure short stories, novelettes; book length novels. Articles of masculine interest. Donald Kennicott. Good rates, Acc.

Doc Savage Magazine, (S. & S.) 122 E. 42nd St., New York 17. (M-15) Action adventure short stories about 4000, any locale. W. J. deGrouchy, B. Rosmond. 1c up. Acc.

Jungle Stories, (Fiction House) 670 5th Ave., New York 19. (Q-20) Adventure short stories, novelettes of the African jungles. Chester Whitehorn. 1c. Acc.

Short Stories, 9 Rockefeller Plaza, New York 20. (2-M-25) Adventure, mystery, action short stories up to 6000; novelettes, 10,000-25,000; serials; book lengths; fillers. 50-500. True adventures to 1000. Dorothy McIlwraith. Good rates, Acc.

Speed Adventure Stories, (Arrow) 125 E. 46th St., New York. (Q) Lively adventure stories. Little market for shorts; novelettes usually on order. Varying rates, Acc. (Overstocked.)

DETECTIVE—CRIME—MYSTERY—GANGSTER

Black Book Detective, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Uses 35,000-word lead novel featuring The Black Bat, written on assignment; several short fast-action detective-crime stories not over 6000. Leo Margulies. 1c up. Acc.

Black Mask, (Fictioneers) 205 E. 42nd St., New York 17. (Bi-M-10) Detective short stories and novels to 60,000. Kenneth White. 1c up. Acc.

Crack Detective, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Bi-M-10) Detective fiction stressing plot and characterization; short stories, and novelettes, 3000-8000. Cliff Campbell, Ed.; Robt. W. Lowndes, Mng. Ed. 1c up. Acc.

Detective Novel, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Book-length detective novel by arrangement. Fast-action detective short stories. Leo Margulies. 1c up. Acc.

Detective Story, (S. & S.) 122 E. 42nd St., New York 17. (M-15) Detective short stories to 8000; novelettes to 12,000; short novels to 20,000. Daisy Bacon. 1c up. Acc.

Detective Tales, (Popular) 205 E. 42nd St., New York 17. (M) Emotional short stories, crime background, up to 4000; detective-mystery-menace novelettes 9000. Michael Tilden, Mng. Ed. Good rates.

Dime Detective Magazine, (Popular) 205 E. 42nd St., New York 17. (M-15) Mystery, action short stories 5000, emphasizing menace and horror; novelettes 10-15,000. Kenneth S. White. 1c up. Acc.

Ellery Queen's Mystery Magazine, 570 Lexington Ave., New York 22. (Bi-M-25) Stories of detection, and/or crime, and/or mystery. No supernatural stories per se, although if a legitimate mystery, crime, or detective short story has supernatural or horror elements, O. K. Cartoons. No taboos, no angles editorially. "Ellery Queen." \$200 up for average length short story, Acc.

G-Men Detective, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Glamorous, fast-action G-Men short stories 1000-6000; novelettes 7000-8000; 20,000-word G-Man novel by arrangement. Leo Margulies. 1c up. Acc.

Hollywood Detective, (Trojan) 125 E. 46th St., New York. All material on contract.

Mammoth Detective, (Ziff-Davis) 185 N. Wabash Ave., Chicago 1. (Q-25) Fast-action detective fiction, with lots of dialogue; also true-crime stories. Wide range in length—2000-75,000. Raymond A. Palmer, Mng. Ed. 1½-3c. Acc.

Mystery Book Magazine, (Wm. H. Wise Co.) 50 W. 47th St., New York 19. Mystery material of exceptional merit. Short-stories; short stories to 6000; novelettes, 10-30,000; first serial rights book-lengths to 50,000. Leo Margulies, Ed.; Charles N. Hecklemann, Assoc. Ed. 3c min.

New Detective, (Fictioneers, Inc.) 205 E. 42nd St., New York 17. Detective action stories to 6500; novelettes to 12,000. Alden Norton.

Phantom Detective, The, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Fast-action detective, crime short stories 1000-16

5000. Book-length novels by arrangement. Leo Margulies. 1c up. Acc.

Popular Detective, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Detective short stories, 1000-6000; novelettes, 7000-10,000. Leo Margulies. 1c. Acc.

Private Detective, (Trojan) 125 E. 46th St., New York 17. Short stories to 6000, with some girl interest. 1c-1½c. Acc. (Overstocked.)

Speed Detective, (Trojan) 125 E. 46th St., New York 17. (Bi-M) Fast-moving detective stories to 6000. Little market for shorts; novelettes usually on order. 1c-1½c. Acc.

Speed Mystery, (Trojan) 125 E. 46th St., New York 17. Fast-moving mystery stories to 6000. Little market for shorts; novelettes usually on order. 1c-1½c. Acc.

Shadow Magazine, (S. & S.) 122 E. 42nd St., New York 17. (M-15) Mystery detective short stories 1500-1600. W. J. deGrouchy, B. Rosmond. 1c up. Acc.

Super Detective, (Trojan) 125 E. 46th St., New York 17. (Bi-M) Short stories, 3000-5000; novels, 20,000, by arrangement. K. W. Hutchinson and W. E. Matthews, joint editors.

Ten Detective Aces, (Ace Mags.) 67 W. 44th St., New York 18. (Bi-M-10) Dramatic detective, mystery short stories, 1000-5000; novelettes, 8-10,000; woman interest welcome. A. A. Wyn. 1c up. Acc.

10 Story Detective, (Ace Mags.) 67 W. 44th St., New York 18. (Bi-M-10) Short stories 1000-5000, novelettes 8-10,000. 1c up. Acc.

Thrilling Detective, (Thrilling) 10 E. 40th St., New York 16. (M-10) Action-detective short stories, 1000-6000; novelettes, 7000-10,000; novels, 15-20,000. Leo Margulies. 1c up. Acc.

Thrilling Mystery, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Book-length detective novel by arrangement. Leo Margulies. 1c up. Acc.

WESTERN: MALE INTEREST

Ace High, (Popular) 205 E. 42nd St., New York 17. Fast-moving, dramatic Western fiction; short stories to 5000, novelettes and novels, 8-14,000. Michael Tilden, Mng. Ed. Jhan Robbins, Ed. 1c. Acc.

Action Stories, (Fiction House) 670 5th Ave., New York 19. (Q-20) Fast stories of the West with good woman interest, 5000-20,000. Chester Whitehorn.

Big Book Western, (Popular) 205 E. 42nd St., New York 17. (Bi-M-15) A few short stories, 5000. Western novelettes, 10,000; novels 17,000. Western fact articles 1500. Michael Tilden, Mng. Ed. Jhan Robbins, Ed. 1c. Acc.

Blue Ribbon Western, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Bi-M-15) Novels, 40-50,000, rates by agreement, paying promptly. Pub. Short stories, 2000-5000. Cliff Campbell. ½c up. Acc.

Complete Cowboy, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Bi-M-15) Same as **Blue Ribbon Western**.

Dime Western Magazine, (Popular) 205 E. 42nd St., New York 17. (M-10) Vigorous, human Western short stories, 2000-6000; novelettes, 9000-10,000; novels, 18,000; emotional interest, realistic characterization. Michael Tilden, Mng. Ed. Good rates, Acc.

Double Action Western, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Bi-M-15) Same requirements as **Blue Ribbon Western**.

Exciting Western, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Western action-packed short stories, 1000-6000; novelettes, 7000-10,000. Leo Margulies. 1c up. Acc.

Famous Western, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Q-10) One novelette, to 9000; short stories 2000-5000; fact articles to 1500. Cliff Campbell, Ed.; Robt. W. Lowndes, Mng. Ed. ½c up. Acc.

Fifteen Western Tales, (Fictioneers) 205 E. 42nd St., New York 17. (Bi-M) Stories of the Old West, 4000-6000; no novelettes. Occasional fact articles. Alden Norton. 1c up. Acc.

Fighting Western, (Trojan Pubs.) 125 E. 46th St., New York 17. (Bi-M) Western action stories; little market for shorts; novelettes usually written on order. 1c-1½c. Acc.

44 Western, (Popular) 205 E. 42nd St., New York 17. (Bi-M-10) Western short stories, 4000-6000; novelettes, 9000-15,000. Michael Tilden, Mng. Ed. Jhan Robbins, Ed. 1c. Acc.

Frontier Stories, (Fiction House) 670 5th Ave., New York 19. (Q-20) Western historical short stories, novelettes, of covered-wagon days. Linton Davies. 1c. Acc.

Lariat Story Magazine, (Fiction House) 670 5th Ave., New York 19. (Bi-M-20) Fast-moving, colorful stories, ranch-and-range locale, good woman interest 15,000. Jack O'Sullivan. 1c. Acc.

Leading Western, (Trojan Pubs.) 125 E. 46th St., New York 17. (Bi-M) Western action stories; little market for shorts; novelettes usually written on order. 1c-1½c. Acc.

Masked Rider Western, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Uses a 30,000-word lead novel featuring the Masked Rider, written by assignment; an 8000-word novelette, several short stories not over 6000. Distinctly Old West, with no modern touches. Leo Margulies. 1c up. Acc.

New Western, (Popular) 205 E. 42nd St., New York 17. Colorful Western action stories; shorts to 5000, novels and novelettes, 8-12,000. Michael Tilden, Mng. Ed. Jhan Robbins, Ed. Up to 1c. Acc.

Popular Western, (Thrilling) 10 E. 40th St., New York 16. 10,000. Leo Margulies. 1c. Acc.

Range Riders Western, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Book-length novels on assignment; short stories 1000-6000; novelettes 8000-10,000. 1c. Acc.

Real Western, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Bi-M-15) Same requirements as **Blue Ribbon Western**.

Rio Kid Western, The, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Book-length novel on assignment. Pioneer and frontier short stories 1-6000. Leo Margulies. 1c. Acc.

Speed Western Stories, (Trojan) 125 E. 46th St., New York 17. (M-10) Western action stories. Little market for shorts; novelettes usually written on order. 1c-1½c. Acc.

Star Western Magazine, (Popular) 205 E. 42nd St., New York 17. (M-15) Dramatic, emotional, colorful stories of the old west, girl interest, to 15,000. Michael Tilden, Mng. Ed. 1c up. Acc.

10 Story Western, (Popular) 205 E. 42nd St., New York 17. (M-10) Dramatic human-interest Western short stories up to 5000; novelettes 4000; novels 9-11,000. Harry Widmer, Ed. 1c up. Acc.

Texas Rangers, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Fast-moving, action-packed short stories, Western law man's viewpoint, 1000-6000. Book-length novel by arrangement. Leo Margulies. 1c up. Acc.

Thrilling Western, (Thrilling) 10 E. 40th St., New York 16. (M-10) Action-packed thrilling Western short stories, 1000-6000; novelettes 8000-10,000; novels, 10-15,000. Slight girl interest permissible. Leo Margulies. 1c up. Acc.

West, (Thrilling) 10 E. 40th St., New York 16. (M-15) Book-length novels arranged for an assignment; short stories 1000-6000. Leo Margulies. 1c. Acc.

Western Aces, (Ace Mags.) 67 W. 44th St., New York 18. (Bi-M-10) Dramatic Western short stories up to 5000; novelettes 8000 and 10,000 with strong human interest—ranger, outlaw, railroads, etc. Ruth Dreyer. 1c up. Acc.

Western Action, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Bi-M-15) Same requirements as *Blue Ribbon Western*.

Western Story, (S. & S.) 122 E. 42nd St., New York 17. (M-15) Western short stories up to 5000; complete novels 12,000; novelettes 8000-9000. John Burr. Good rates, Acc.

Western Trails, (Ace Mags.) 67 W. 44th St., New York 18. (Bi-M-10) Western action short stories up to 5000; novelettes 8-10,000. Ruth Dreyer. 1c up. Acc.

SPORT

Baseball Stories, (Fiction House) 670 5th Ave., New York 19. (Twice yearly-20) Short stories, to 4000, novelettes to 10,000, all with baseball theme. Jack O'Sullivan. 1c. Acc.

Fight Stories, (Fiction House) 670 5th Ave., New York 19. (Q-20) Fast stories of the ring, including army-navy settings, 5000-20,000. Jack O'Sullivan. 1c. Acc.

Thrilling Football, (Thrilling) 10 E. 40th St., New York 16. (Semi-An-15) Gridiron stories, woman interest allowed. Shorts 1000-6000; novelettes 8000-10,000; short novels 15-25,000. Leo Margulies. 1c up. Acc.

WAR-AIR-AIR-WAR

Sky Fighters, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Stories of U. S. Army and Navy air forces and the RAF in action; of American soldiers-of-fortune in the air, all over the world; modern commercial flying; sabotage; Fifth Column activities in aviation industry, etc., 1000-6000; novels, 15,000. Leo Margulies. 1c up. Acc.

Wings, (Fiction House) 670 5th Ave., New York 19. (Q-20) Modern, up-to-date war air novelettes, 15,000; short stories, 3000-7000. Query on articles. Linton Davies. 1c. Acc.

SUPERNATURAL-WEIRD-HORROR

Dime Mystery, (Popular) 205 E. 42nd St., New York 17. (M-10) Thrills, fantastic detective-mystery action in novels 14,000; novelettes 9000-10,000; short stories up to 5000; love interest. Michael Tilden, Mng. Ed.; Anne Hale, Ed. 1c up. Acc.

Weird Tales, 9 Rockefeller Plaza, New York 20. (Bi-M-15) Supernatural, bizarre, weird, pseudo-scientific short stories up to 6000; novelettes to 15,000; verse to 30 lines. D. McIlwraith. 1c. verse 25c line. Pub.

SCIENCE FICTION-FANTASY

Amazing Stories, (Ziff-Davis) 185 N. Wabash Ave., Chicago 1. (Q) Science-fiction short stories, 2000-10,000; novelettes, 10-40,000; novels, 40-60,000. B. G. Davis, Ed.; Raymond A. Palmer, Mng. Ed. 1¼-3c. Acc.

Astounding Science Fiction, (S. & S.) 122 E. 42nd St., New York 17. (M-25) Science short stories up to 6000, novelettes 10-25,000; serials 40-60,000. John W. Campbell, Jr. 1½c up. Acc.

Famous Fantastic Mysteries, (Popular) 205 E. 42nd St., New York 17. (Q-25) Fantastic novelettes, short stories and verse of exceptional quality. Mary Gnaedinger, Ed.; Alden H. Norton, Ed. Dir. 1c. Acc.

Fantastic Adventures, (Ziff-Davis) 185 N. Wabash Ave., Chicago 1. (Q) Pseudo-scientific short stories 2000-10,000, novelettes to 40,000; novels, 40-60,000. Definite air of fantasy, not straight science. B. G. Davis, Ed.; Raymond A. Palmer, Mng. Ed. 1¼-3c. Acc.

Planet Stories, (Fiction House) 670 5th Ave., New York 19. (Q-20) Thrilling short stories, novelettes, of future worlds. Good adventure feel. Chester Whitehorn. 1c. Acc.

Startling Stories, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-15) Book-length science-fiction novels, short stories. Leo Margulies. 1c up. Acc.

Thrilling Wonder Stories, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-15) Pseudo-scientific adventure stories to 10,000; short pseudo-science novels, 15-20,000. Leo Margulies. 1c up. Acc.

WESTERN LOVE FICTION

Northwest Romances, (Fiction House) 670 5th Ave., New York 19. (Q-20) Northwest stories, romantic flavor, 3000-20,000. Jack O'Sullivan. 1c. Acc.

Ranch Romances, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short stories 4000-6000; novelettes 10,000; novels 25,000; 4-part serials to 45,000; verse. Fanny Ellsworth. 1c up. Acc.

Rangeland Romances, (Popular) 205 E. 42nd St., New York 17. (M-10) Emotional love short stories, old West, woman's viewpoint 2000-4000, novelettes 10,000. Harry Widmer, Ed. 1c up. Acc.

Rodeo Romances, (Thrilling) 10 E. 40th St., New York 16. (Q-10) Romantic Western stories, cowgirl or cowboy viewpoint love yarns with rodeo background, 1000-10,000. Leo Margulies. 1c up. Acc.

Romantic Range, (S. & S.) 122 E. 42nd St., New York 17. (M-15) Stories of the modern West; 3000-6000; novelettes to 10,000. Daisy Bacon. 1c up. Acc.

Thrilling Ranch Stories, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-15) Romantic action Western short stories, novelettes 1000-10,000, novels 20,000; mostly girl's viewpoint. Leo Margulies. 1c up. Acc.

ROMANTIC LOVE

All Story Love Magazine, (Popular) 205 E. 42nd St., New York 17. Publishes one strong, dramatic serial, which must be motivated by love, but can combine elements of mystery with the love story; one novelette to 10,000, and six short stories of not more than 6000. Some verse. Short stories in especial demand. Ollie Redpath.

Army Love Tales, (Bernard & Ellis), 18 E. 41st St., New York 17. (Q) Love stories with G. I. heroes and heroines from home or abroad, 2000-3000, occasionally to 6000. Humorous treatment welcomed. Fact fillers about Service marriages, U. S. O. romances, etc., 300-400. Bern Williams. 2c up, slightly higher for fact items.

Army Romances, (Bernard & Ellis) 18 E. 41st St., New York 17. (Q) Exotic heroines, GI background, 2000-4000. Occasionally a humorous story. Fillers, 200-500. Bern Williams. 2c up, slightly higher for fact items.

Complete Love, (Ace Mags.) 67 W. 44th St., New York 18. (Bi-M-10) Love short stories, novelettes, up to 8,000; courtship and marriage articles, to 1000, romantic verse. Rose Wyn. 1c up. Acc.

Exciting Love, (Thrilling) 10 E. 40th St., New York 16. (Q-10) Lead novel, 25,000; short stories 1000-6000. Leo Margulies. 1c. Acc.

Gay Love, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Bi-M) Third person love short stories; novelettes to 10,000. Marie A. Park. 1c up. Acc.

Ideal Love, (Columbia Publications, Inc.-Double Action Group) 241 Church St., New York. (Bi-M) Third person love short stories, novelettes up to 10,000. Marie A. Park. 1c up. Acc.

Leading Love, (Trojan Pubs.) 125 E. 46th St., New York 17. (Bi-M) Emotional love stories, third person, to 15,000. Madge Bindamin. 1c-1½c. Acc.

Love Book Magazine, (Popular) 205 E. 42nd St., New York 17. (M-10) Glamorous young love short stories, novelettes, 3000-10,000; little verse. Ollie Redpath. 1c to 2c. Acc.

Love Fiction Monthly, (Ace Mags.) 67 W. 44th St., New York 18. (Bi-M-10) Plausible, well-written love short stories and articles, 2000-5500; strongly dramatic novelettes 6000-8000. Romantic verse. Rose Wyn. 1c up, verse 25c line. Acc.

Love Novels, (Fictioneers) 205 E. 42nd St., New York 17. (M) Glamorous modern love stories; shorts up to 5000; novelettes to 18,000. Mary Gnaedinger. 1c up. Acc.

Love Short Stories, (Fictioneers, Inc.) 205 E. 42nd St., New York 17. (M) Romantic fiction, 3000-10,000, 1c. min. Acc.

Love Story Magazine, (S. & S.) 122 E. 42nd St., New York 17. (M-15) Modern love short stories, to 5500; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

Magic Love, (Trojan Pubs.) 125 E. 46th St., New York 17. (Bi-M) Emotional love stories, third person, to 15,000. Madge Bindamin. 1c-1½c. Acc.

New Love, (Fictioneers, Inc.) 205 E. 42nd St., New York 17. Realistic love shorts 2000-5000; novelettes 7-12,000. Peggy Graves. 1c up.

Popular Love, (Thrilling) 10 E. 40th St., New York 16. (Bi-M-10) Book-length girl angle love novels; will look at detailed synopsis. Around 25,000; shorts, 1000-6000. Leo Margulies. 1c up. Acc.

Romance, (Fictioneers) 205 E. 42nd St., New York 17. (M) Modern stories with exotic or unusual backgrounds, 3500-12,000. Peggy Graves. 1c up. Acc.

Ten Story Love, (Ace Mags.) 67 W. 44th St., New York 18. (Bi-M-10) Love short stories, novelettes, up to 8000, romantic verse and articles. Rose Wyn. 1c up. Acc.

Thrilling Love Magazine, (Thrilling) 10 E. 40th St., New York 16. (M-10) Love short stories 1000-6000; novelettes, 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies. 1c up. Acc.

Winning Love, (Trojan Pubs.) 125 E. 46th St., New York 17. Emotional love stories, third person, to 15,000. Madge Bindamin. 1c-1½c. Acc.

Variety Love, (Ace Mags.) 67 W. 44th St., New York 18. (Bi-M-10) Love short stories, novelettes, up to 8000; romantic verse and articles. Rose Wyn. 1c up. Acc.

TRUE CONFESSION

Modern Romances, (Dell) 149 Madison Ave., New York. (M-10) First-person real-life short stories 5000-7500; novelettes 10-12,000; short shorts under 4000; book lengths 15-20,000; frequent contests for cash prizes. Hazel Berge. Excellent rates, Acc.

Personal Romances, (Ideal) 295 Madison Ave., New York 17. (M-15) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 1500-5000;

novels, 14,500; 3-part serials, 5000 each; novelettes, 6500; inspirational editorials, 750; verse, 4-12 lines. Mrs. May C. Kelley, 2c and up, Acc.

Real Romances, 1476 Broadway, New York 18. (M-15) First-person short stories to 6500; novelettes, 10,000. Written from viewpoint of both men and women; young, dramatic. Mary Rollins, 3c to 15,000, Acc.

Real Story, 1476 Broadway, New York 18. (M-10) First-person short stories, to 6500; novelettes, 10,000-20,000. Written from viewpoint of both men and women. Mary Rollins, 3c, 10,000 words; \$350 for 20,000, Acc.

Secrets, (Ace Mags.) 67 W. 44th St., New York 18. (M) Dramatic, first-person stories from real life. Shorts 3000-6000, novelettes 10,000. Rose Wyn, 2c up, Acc.

True Confessions, (Fawcett Pub., Inc.) 1501 Broadway, New York 18. (M-10) First-person stories reflecting life today, and based on problems of young love, romance, marriage, 3000 to 6000; novelettes to 10,000; by-line autobiographical stories, 2000-4000, and first-person fact articles on problems of modern living. Inspirational, self-help fillers, 500; poetry to 16 lines. Florence N. Cleveland, Ed.; Wm. C. Lengel, Exec. Ed.

True Experiences, (Macfadden) 205 E. 42nd St., New York 17. (M-10) True first-person short stories 5000-7000; serials 15-20,000. Henry Lieferant. Based on 3c, Acc.

True Love and Romance, (Macfadden) 205 E. 42nd St., New York 17. (M-10) True first-person short stories 5000-7000; serials 14-20,000. Henry Lieferant. Based on 3c, Acc.

True Romances, (Macfadden) 205 E. 42nd St., New York 17. (M-10) True first-person short stories 5000-7000; serials 15-21,000. Henry Lieferant. Based on 3c, Acc.

True Story Magazine, (Macfadden) 205 E. 42nd St., New York 17. (M-10) True first-person short stories to 7000; serials 2-3 parts, 7000 each. Henry Lieferant. 4c and up, Acc.

TRUE DETECTIVE

Amazing Detective Cases, (Red Circle) 366 Madison Ave., New York. (Bi-M) Fact articles on crime cases with mystery and good detective work, 1500 to 5000. Official by-lines preferred. Robert Levee, 1½c up, photos \$3, Acc.

Complete Detective Cases, (Red Circle) 366 Madison Ave., New York. (Bi-M) Fact articles on crime cases with mystery and good detective work, 1500-5000. Official by-lines preferred. Robert Levee, 1½ up, photos, \$3, Acc.

Confidential Detective Cases (Close-Up, Inc.) 241 Church St., New York. (Bi-M) Fact detective cases, 2c up, Acc.; photos, \$3-\$5.

Crime Confessions, 1476 Broadway, New York. (No definite schedule.) First-person stories by persons involved in current crimes, 5000, particularly convicted women criminals. Query. Hugh Layne, 1½c and up, photos \$3.50, Acc. (No Jan-Feb. issues.) Not buying.

Crime Detective, 1476 Broadway, New York. (No definite schedule.) Fact detective stories, current, human emotion, 5000; pictures dealing with crime. Hugh Layne, 1½c up, photos \$3.50, Acc. (No Jan.-Feb. issues.) Not buying.

Front Page Detective, (Dell) 149 Madison Ave., New York. (M-10) True stories of detective investigations, preferably under official by-lines; strong mystery element necessary, 1000-5000. West F. Peterson, 2c to 4c; photos \$4, Acc.

Headquarters Detective, 1476 Broadway, New York. (No definite schedule.) Illustrated current crime stories, 5000. Hugh Layne, 1½c up, photos \$3.50, Acc. (No Jan.-Feb. issues.) Not buying.

Human Detective Cases, (Close-Up, Inc.) 241 Church St., New York. (Bi-M) Fact detective cases, 2c up, Acc.; photos \$3-\$5.

Inside Detective, (Dell) 149 Madison Ave., New York. (M-10) True stories of detective investigations, preferably under official by-line, if possible, 1000-5000, stressing mystery, detective work. West F. Peterson, 2c-3c up, photos \$3 up, Acc.

Master Detective, The, (Macfadden) 205 E. 42nd St., New York. (M-25) True crime stories 4000-7000. John Shuttleworth, 2c minimum, photos 1c to \$5, Acc. (Send for suggestions and case cards.)

National Detective Cases, (Red Circle) 366 Madison Ave., New York. (Bi-M) Fact articles on crime cases, with mystery and good detective work, 1500-5000. Official by-lines preferred. Robert Levee, 1½c up, photos \$3, Acc.

Official Detective, 400 N. Broad St., Philadelphia 30. (M-25) True detective crime-detection stories 5000-7000; photos. H. A. Keller, 2c, Acc.

Real Detective, 1476 Broadway, New York. (No definite schedule.) True illustrated crime stories, 5000; official by-lines preferred but not imperative. Hugh Layne, 1½c up, photos \$3.50, Acc. (No Jan.-Feb. issues.) Not buying.

Revealing Detective Cases, (Close-Up, Inc.) 241 Church St., New York. (Bi-M) Fact detective cases, 2c up, Acc.; photos, \$3-\$5.

Scoop Detective Cases, Suite 903, 114 E. 32nd St., New York 16. (Bi-M) Short detective stories under 3000; regular length detective stories, 4800-5000. New cases preferred, but old cases will be considered. Must contain plenty of color, action, and suspense. New cases, \$100, Acc.; old cases, \$75, Acc.; photos, \$5.

Special Detective Cases, Suite 903, 114 E. 32nd St., New York 16. Same requirements as **Scoop Detective Cases**.

True Detective, (Macfadden) 205 E. 42nd St., New York 17. (M-25) True detective, crime stories with actual photos, with or without official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shuttleworth, 2c minimum, photos \$2 to \$5, Acc.

MISCELLANEOUS

ART-PHOTOGRAPHY

American Photography, 353 Newbury St., Boston. (M) Illustrated technical articles.

Art News, 136 E. 57th St., New York. (Semi-M, Oct. through May; M, Jun. through Sept.) News articles on art or personalities of artists. Alfred M. Frankfurter, 2c, Pub.

Camera, The, Baltimore Life Bldg., Baltimore 1, Md. (M-35) Practical illustrated articles on photography and amateur cinematography 500 to 1800; illustrations extra. E. V. Wenzell, 1c, Acc.

Home Movies, 6060 Sunset Blvd., Hollywood, Calif. (M-25) Illustrated articles on amateur movie making, 100-2000; sketches and descriptions of movie making gadgets. Arthur E. Gavin, ½c to 1c, photos \$1, Pub.

Minicam Photography Magazine, 22 E. 12th St., Cincinnati. (M-25) Entertaining, instructive, inspiring articles on amateur photography, with illustrations; also helpful gadget ideas for wartime methods and techniques brought about by shortages of materials. Query. A. Mathieu, Mng. Ed. Articles to \$75, gadget items, \$2 up, photos \$5 up, Acc.

Pictures, The Snapshot Magazine, 343 State St., Rochester 4, N. Y. (M-free) Amateur snaps, all subjects; no "candid" shots. Wyatt Brumitt, \$3, Acc.

Popular Photography, (Ziff-Davis) 185 N. Wabash Ave., Chicago 1. (M-25) Articles of general reader interest on still photography and amateur movie making, 1000-2500; semi-technical features, photographic success stories, how-to-make-it articles filler items 100-750, striking photos. John R. Whiting, Mng. Ed.; Frank Fenner, Jr., Tech. Ed., 2c to 3c up, photos, \$3-\$5, cartoons, \$10, Acc.

U. S. Camera Magazine, 420 Lexington Ave., New York 17. (M except Jan., July, Sept.) Articles on photography from viewpoint of picture-taking fan—must contain technical data; photos. Edna R. Bennett, Mng. Ed. \$25 to \$100 per feature, Pub.

ASTROLOGY—OCCULTISM

American Astrology Magazine, 1472 Broadway, New York. (M-25) Astrological articles, essays, short stories 3000; novelettes, serials, verse, news items. Paul G. Clancy, 1c, Pub.

Astrology Guide, (Astro. Dist. Co.) 114 E. 32nd St., New York 16. (Bi-M-25) Astrological material 1500. Dal Lee, ½c to 1c, Pub.

Everyday Astrology, (Thrilling) 10 E. 40th St., New York (M) Astrological articles, largely self-written, 1c, Acc.

Horoscope, (Dell) 149 Madison Ave., New York. (M-10) Astrological articles, 2500-3000. Grant Lewi, 2c, Acc.

Today's Astrology, (Magna Pubs.) Rm. 1612, 205 E. 42nd St., New York, N. Y. (Bi-M-25) Astrological articles written for laymen. Irvin Ray, ½c, Acc.

World Astrology Magazine, 9 Rockefeller Plaza, New York. (M-25) Only material is submitted by informed and experienced astrologers. Marion Beale.

Your Personal Astrology Magazine, (Astro Dist. Co.) 114 E. 32nd St., New York 16. (Q-25) Astrological material 1200-1500. Hugh Howard, ¼ to 1c, Pub.

AVIATION

Aviation & Yachting, 2816 Eaton Tower, Detroit 26, Mich. (M-25) Articles on aircraft and yacht building, yacht clubs, C. A. P., etc., news items and photos on mid-western aviation and small boat activities, short stories having a boat or aviation theme, 1000-1500; verse, 4-8 lines; editorials. Walter X. Brennan, Ed. and Pub. 1c, Pub.

Flying, (Ziff-Davis) 185 N. Wabash Ave., Chicago 1. (M-35) Popularized aviation news, non-fiction aviation feature articles, with special stress on civil aviation—how people use airplanes, out-of-the-ordinary things done with them, etc.; must have good photos, 2000-2500. Also seeking "scoop" photos. Max Karant, Mng. Ed. 3c and up, Acc.

Flying Age (Ace Mags.) 67 W. 44th St., New York 18. (M) Articles on military and commercial aviation, 1000 to 3000; photographs. A. A. Wyn, 1½ to 4 cents, Acc.

Flying Cadet, 420 Lexington Ave., New York 17. (M-10) Educational material, informative articles, covering military aviation and aviation instructions, 800-2500, for young men 14-19; fillers, cartoons. Archer A. St. John, 1c-2c, Pub.

Plane Talk, 350 5th Ave., New York. (Bi-M) First-hand reports by men in AAF, etc., on Consolidated Fleet planes in war theatres. No verse, fiction, rewrites. Hill Knowlton, Generous rates, Acc.

Skyways, (Henry Pub. Co.) 444 Madison Ave., New York. (M-25) Technically correct topics on aviation explained for an intelligent amateur adult audience. J. Fred Henry, 3c, Pub.

BOATING—YACHTING

Boating Industry, 505 Pleasant St., St. Joseph, Mich. (6 times a year) Stories of boat builders, repair yards, or dealers, 1c-2c, Acc. Jim Peaslee.

Motor Boat, Combined with Power Boating, 63 Beekman St., New York. (M-25) Practical articles for boat owners, written by expert owners with years of experience, naval architects or other engineers. No general articles, nor articles nor technical nor semi-technical in nature. No poetry. Gerald T. White, 1c, Acc.

Pacific Motor Boat, (Miller-Freeman) 71 Columbus St., Seattle 4. (M) Illustrated features on boating subjects, pleasure or commercial, confined to Pacific Coast background; news items, photographs. David Pollock, Pub.

Rudder, The, 9 Murray St., New York. (M-35) Illustrated how-to-do-it articles on every phase of boating, 1500. Boris Lauer-Leonardi, 1c, photos \$3, Pub.

Sea, 844 Wall St., Los Angeles 18. (M) Articles on all phases of yachting; fiction, humor, and occasionally verse with a yachting touch; photos. Harry Brinckman. 30c col. inch, \$1-\$3, photos, Pub.

Yachting, 205 E. 42nd St., New York. (M-50) Factual yachting material, cruise stories, and technical articles on design, rigging, etc., to 3500. Very little fiction; no verse. Photos containing unusual yachting features. H. L. Stone. 1½-2c, Pub.

CARTOONS—HUMOR

Army Laughs, (Crestwood) 1790 Broadway, New York. (M-15) 2- and 3-line jokes. Cartoons, all pointed to army service. Ken Browne. Good rates, cartoons, Acc.; jokes, Pub.

Gags, (M.L.A. Pubs.) 400 N. Broad St., Philadelphia. (M-15) Cartoons and general humor; crossword puzzles. Good rates for gags and drawings, Acc. Del Poore.

Flophouse News, The, Room 805, 160 Broadway, New York 7. (M) Fiction, to 1000; non-fiction, fillers, 500-1000; cartoons, and continuing columns dealing with delinquents, bums, and similar characters. Harry Baronian. Varying rates, Acc.

Hobo News, 105 W. 52nd St., New York. (W-10) Hobo, vagabond, articles, essays, short stories, 600-800. Pat Mulken. 1-2c up, Acc.

Humor, 113 W. 57th St., New York 19. Articles, 500-3000, covering American scene; short stories; cartoons; art. Alexander Segal. 4c-10c, Acc. and Pub.

Judge, Ambler, Pa. (M-15) Humorous material, under 500; novelettes, articles, essays, editorials, verse, jokes, cartoons, and fillers. Newbold Ely. Ind., Pub.

Military Service News, The, Box 127, Fort Sam Houston, Texas. (W-5) Cartoons of Army life, especially in training camps. S. Deane Wasson. \$1 min., Acc.

Pack O' Fun, 205 E. 42nd St., New York. Humorous short-stories on army life, jokes, cartoons, poetry. Red Kirby. 2c minimum, 25c line, poetry, Acc.

Smiles, 250 4th Ave., New York. Short humor and gags, to 1500. Ted Hecker. Ind.

MUSICAL

Band Leaders, 214 4th Ave., New York 3. (M) Photos and short illustrated articles dealing with band leaders, bands, vocalists, etc., 500-1000. Harold Hersey. 2c up, photos, \$3.

Diapason, 306 S. Wabash Ave., Chicago. (M-15) Highly specialized articles on organs, organists, church music, recital programs, reviews, 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

Etude Music Magazine, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics, 200-2000; photos, cartoons. James Francis Cooke. \$4 column (600 words), Pub.

Metronome, 119 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Barry Ulanov. Indefinite rates, Pub.

B—JUVENILE LIST

GENERAL FIELD

BOYS AND YOUNG MEN

American Farm Youth Magazine, Jackson at Van Buren, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short stories 1000-4000, adventure novelettes 6000-12,000, jokes; short stories 100-350. Robert Romack. ¼c up, photos 50c to \$2, Pub. (Sample copy, 10c war stamp.)

Boys' Life, 2 Park Ave., New York 16. (M-20) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sports, achievement short stories 2000-3500; serials 2 to 4 installments of 4000. Irving Crump. Mng. Ed. 2c up, Acc. (Overstocked on articles and fillers of general nature.)

Fellows, Adrian College Press, Downs Hall, Adrian, Mich. (M-15) "The Boys' Magazine of Tomorrow." Illustrated hobby and how-to-do-it articles, 500-1000; adventure, world-wide fiction, 1000-3000. Robert B. Tuttle. ¼c, cartoons, 50c, photos, 2c up, Pub. (Overstocked on articles.)

Open Road for Boys, 729 Boylston St., Boston 16. (M-15 except Jan. and Aug.) Exciting, adventurous action stories on aviation, radio, science, sports, sea, army-navy, national or local war and defense efforts, about boys or young men 15 years or older, to 3000; also articles, short-stories and synopses for strip adventure drawings. N. B. Lincoln. Mng. Ed. 1c, up, Pub. or Acc.

GIRLS

American Girl, (Girl Scouts) 155 E. 44th St., New York 17. (M-20) Girls, ages 10 to 18. Action short stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up, Acc.

Calling All Girls, (Calling All Girls, Inc.) 52 Vanderbilt Ave., New York 17. (M-10) Short stories to 2500 for girls 9-16 with chief characters girls in early teens; dramatic-vivid, natural. Also, nonfiction, 1000-1500, on subjects of interest to girls of this age. Frances Ullman. Ed. Prose, 3c-5c, Acc.

Miss America, 350 5th Ave., New York. (M) Wholesome stories for girls, to 2500. Good rates.

Seventeen, (Triangle Publications, Inc.) 11 W. 42nd St., New York 18. (M-15) Non-academic articles on all subjects of interest to teen agers, 1000-2500; high school age fiction, 2000-3000. Helen Valentine. Good rates, Acc.

BOYS AND GIRLS

Canadian Heroes, Suite 301, Medico-Dental Bldg., 1396 St.

Musical Forecast, 514 Union Trust Bldg., Pittsburgh, Pa. (M-20) Articles and news items of interest to musicians and laymen. \$1 per column, Pub.

Your Music, 359 Lexington Ave., New York 17. Articles presenting the human and social aspects of music from the pens of noted authors, psychologists, musicians, and educators, written for the musical layman and the public in general; short stories, profiles, anecdotes. Yvonne R. Seaman, Mng. Ed. Liberal payment. Queries welcomed.

OUTDOOR—HUNTING—FISHING—FORESTRY

Alaska Sportsman, The, Ketchikan, Alaska. (M-20) True stories, Alaska interest, 2000-5000; outdoor fact articles; Alaska sports cartoons, photos. Emery F. Tobin. ¼c, Pub.

American Field, The, 222 W. Adams St., Chicago 6 (W-20) Articles and short stories on out-of-door recreational sports, particularly hunting of upland game birds with sporting dogs. Wm. F. Brown. ½c average, end of month of Pub.

American Forests, 919 17th St., N.W., Washington, D. C. (M-35) Articles on trees, forests, lumbering, outdoor recreation, travel, exploration, 2500; outdoor photos. Erle Kaufman. 1c up, Acc.

American Rifleman, The, 1600 Rhode Island Ave., Washington 6, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistics, military, small arms, ordnance articles, hunting stories, preferably 3000. E. B. Mann. 1c up, Acc.

Field and Stream (Warner) 515 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting articles, 1500-3000. David M. Newell. 1c up, Acc.

Fur-Fish-Game, 174 E. Long St., Columbus, O. (M-20) Fishing, travel, dog, hunting, fur-raising articles by authorities; true Indian and frontier stories 2000-2500. A. V. Harding. ½c up, Acc.

Outdoor Life, 353 4th Ave., New York 10. (M-25) Articles relating to fishing and hunting, sportsmen's interests to 3000; kinks, shorts, etc. Raymond J. Brown. Up to 10c, photos \$3 up, Acc.

Outdoors Magazine, 729 Boylston St., Boston 16, Mass. (M-20) Articles, stories and cartoons on outdoor life, hunting and fishing. H. G. Tapply. Payment by agreement. Buys 4 mos. ahead of publication.

Outdoorsman, The, 814 N. Michigan Ave., Chicago, (6 times a year.) Illustrated articles on fishing, hunting, sportsmen interest. Bob Becker.

Rod and Gun, 1224 St. Catherine St., W., Montreal, Canada. (M) Actual hunting and fishing experiences in Canada, to 2500. K. Marshman. ½c-1c, Pub.

Ski Illustrated, 110 E. 42nd St., New York. (Nov., Dec., Jan., Feb.-25) Illustrated articles on skiing and snow sports to 2000; short-stories. G. C. Thomson. Mng. Ed. Good rates, Pub.

Sports Afield, 1212 Hodgson Bldg., Minneapolis. (M-25) Stories of actual fishing, hunting trips 1500-2000, good photos, Paul K. Whipple. 1c to 2c, Acc.

Catherine St., W., Montreal, Que. (M-10) True stories for juveniles about lives of governors general, prime ministers, Canadian scientists, and other men and women of historical and current importance, using technique of the comics; verse. Detailed information obtainable from Educational Projects, Inc., above address. \$2, page, Pub.

Child Life, 405 Mercantile Library Bldg., Cincinnati 2. (M-25) Really humorous brief stories for children up to 12; nonsense rhymes; picture strip continuities; children's cartoons. At present overstocked with usual type of short stories, articles and verse. Wilma McFarland. 1c up, Acc.

Jack and Jill, (Curtis) 546 Ledger Bldg., Philadelphia 6. (M-25) Juvenile short stories, 1800; serials (installments not over 1600); articles 600, verse. Ada C. Rose. Rates not stated, Acc.

Young America, (Eton Pub. Corp.) 32 E. 57th St., New York 22. (W-5) Young people, 12 to 16. Short stories 1200, broadly educational background. Julie Neal. \$25 per story, Pub.

COMIC AND CARTOON MAGAZINES

Ace Comics, **King Comics**, **Magic Comics**, (David McKay Co.) 604 S. Washington Sq., Philadelphia 6. (M-10) Cartoon strips chiefly obtained from King Features Syndicate; some original work. Florence Cooke. 2c, Acc.

America's Best Comics (Q-10), **Startling Comics** (Bi-M-10), **Real Life Comics** (Bi-M-10), **Thrilling Comics** (Bi-M-10), **The Fighting Yank** (Bi-M-10), **Exciting Comics** (Bi-M-10) **Coo-Coo Comics**, **Happy Comics**, **Geezy Comics**, (Q-10) (Thrilling) 10 E. 40th St., New York. Purchase continuities for strips. Write giving details before submitting. State price desired. Acc.

Famous Funnies, 500 5th Ave., New York. (M-10) Cartoon strips obtained from regular sources; considers original cartoon work. Harold A. Moore. Action short stories, 1500. \$25 each, Pub.

Feature Comics, (Comic Favorites), 322 Main St., Stamford, Conn. (M-10) Comic strips, chiefly of syndicated origin. Edward C. Cronin.

Popular Comics, **New Funnies**, (Dell) 149 Madison Ave., New York. (M-10) Comic-strip material, chiefly furnished by syndicate or staff artists. Albert Delacorte.

Street and Smith Comics, 122 E. 42nd St., New York 17. **Shadow Comics**, featuring detective-adventure stories (M); **True Sport Picture Stories**, true sport stories (Bi-M); **Super-Magician Comics**, magic in comics (M); **Air-Ace**, aviation interest (Bi-M); **Supersnipe Comics**, humorous material (Bi-M); (Q). W. J. de Grouchy, Ed. Ind. rates, Acc.

Tip Top Comics, Sparkler Comics. (United Features Synd. 220 E. 42nd St., New York. (M-10) Comics on Parade (Q-10). All staff work or by special assignment.

True Comics. (True Comics, Inc.) 52 Vanderbilt Ave., New York 17. (M) True illustrated stories from history and contemporary affairs. Full color comics. Sources must accompany all scripts. Particulars on request. Harold C. Field. (Real Heroes is combined with True Comics for duration.)

RELIGIOUS PUBLICATIONS

SENIOR AGE (16 years up)

(Boy and Girl)

Challenge, The. (Presbyterian Pub.) 165 Elizabeth, Toronto, Canada. (W-3) Young people, 16 years up. Adventure, achievement, moral short stories 2500-3000, articles on subjects of interest to this age group, 500-1000, fact items, fillers, N. A. MacEachern. Varying rates, Pub.

Classmate. (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (W-5) Young people 15 and over. Seasonal short stories (5 months ahead), 2500-3600. J. Emerson Ford. Features, 1c. Acc.

Forward. (Presbyterian Bd. of Christian Education) 932 Witherspoon Bldg., Philadelphia 7. (W) Young people 18 to 23 years. Short stories 2500-3500; serials 4 to 10 chapters, 3000 each; religious and nature poetry; authoritative nature, biographical, historical, popular scientific and youth activities articles, 1000, with 8x10 inch glossy prints, Catherine C. Casey, 50c per 100 words up, Acc.

Front Rank. (Christian Bd. of Pub.) 2700 Pine Blvd., St. Louis 3, Mo. (W) Young people and adults. Short stories up to 2500, illustrated articles; poems, fillers, photos, Ronald E. Osborn, \$3.50 per M. Acc.

Onward. (United Church Pubs.) 299 Queen St., W., Toronto. (W) Young people. Short stories, articles, serials, verse, nature and science material. Archer Wallace. 1/2c. Acc. (Overstocked.)

Onward. Box 1176, Richmond, Va. (W-5) Presbyterian young people. Character building short stories, serials, articles, editorials, Miss Mary Garland Taylor. Rates not stated. (Overstocked.)

Our Young People. (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 13 to 24 and older. Low rates, Acc.

Watchword, The. (United Brethren Pub. House) 240 W. 5th St., Dayton 2, O. (W) Young people. Short stories 1800-2800; serials, miscellany. E. E. Harris \$1.50 to \$2 per M. Acc.

Young People. (Am. Baptist Pub. Soc.) 1701-1703 Chestnut St., Philadelphia 3, Pa. (W) Young people over 16. Short stories 2000-3000 dealing with present-day problems and interests; serials 4-10 chapters, 2500-3000 each; fact, hobby, how-to-do articles, preferably illustrated, 100-500; news articles about young people; verse, high literary standard, \$5 and up per M, according to nature and quality of material, Acc.

Young People's Paper. (Am. Sunday School Union) 1816 Chestnut St., Philadelphia 3. (W) Late teen ages. Interdenominational feature and inspirational articles, short stories up to 2500; serials 13,000; fillers 200-800. All articles and stories must present some phase of Bible truth. 1/2c. verse 50c stanza, Acc.

Young People's Weekly. (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 18-25. Entirely staff-written.

Youth (Section of Our Sunday Visitor). Huntington, Ind. (W) Short stories 1900; articles of general interest to young people 16 to 25 yrs. 700. F. A. Fink, Paul Manoski, 1/2c up, Pub.

INTERMEDIATE AGE (12 to 18)

(Boy)

Boy Life. (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati 3, O. (W) Boys 13 to 17. Wholesome short stories 1800-2400, articles, miscellany. 1/2-1/2c. Acc.

Boys Today. (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (W-2) Boys 12-17. Short stories 2500. Margaret Greene.

Boys' World. (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 13-18. Entirely staff-written.

Canadian Boy. (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short stories, serials, verse, photos. Archer Wallace. 1/2c. Acc. (Overstocked.)

Catholic Boy, The. 25 Groveland Terrace, Minneapolis 5, Minn. (M-15) Wholesome action short stories 2500-2800; educational and general interest articles. Rev. F. E. Bentz. 1/2c. Acc.

Pioneer. (Presbyterian Board of Christian Education) 932 Witherspoon Bldg., Philadelphia 7. (W) Short stories, 1200-2200; serials of same length in three to six chapters; illustrated articles, 500-1000; occasional verse; all of interest to boys. Aurelia Reigner. 1/2c. Acc.

(Girl)

Canadian Girl. (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short stories, serials, verse, photos. Agnes Swinerton. 1/2c. Acc.

Catholic Miss. 25 Groveland Terrace, Minneapolis 5. (M-15, except July-Aug.). Articles, 1500-1800; sport, adventure, historical short stories 2500-2800, to appeal to Catholic girls, 11-17 years. No boy-girl angles. Rev. F. E. Benz. 1/2c. Acc.

Gateway. (Presbyterian Bd. of Christian Education) 932 Witherspoon Bldg., Philadelphia 7. (W) Girls 12 to 15. Short stories 1500-2500; serials 3-6 chapters, 1500-2500 each; articles, 500-1000, editorials, occasional verse, cartoons. Aurelia Reigner. 1/2c. Acc.

20

Girlhood Days. (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati 3, Ohio. (W) Girls 13 to 17. Wholesome short stories 1800-2000; miscellany. 1/2c up, Acc.

Girls' Companion. (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 14 to 17. Entirely staff-written.

Girls Today. (Methodist Pub. House) 810 Broadway, Nashville, Tenn. (M-2) Girls 12-17. Short stories 3500. Rowena Ferguson, Acc.

(Boy and Girl)

Christian Youth. 325 N. 13th St., Philadelphia. (W) Teen-ages; interdenominational. Wholesome short stories with Christian teaching and uplift 1500-2000; serials 5000-10,000; fillers; nature, fact, how-to-make-it articles, 200-500. Bible puzzles. John W. Lane. \$8 a story, fillers \$1 to \$4, puzzles 50c to \$1. Acc.

Friend, The. (United Brethren Pub. House) Dayton 2, Ohio. (W) Boys' and girls' moral, educational short stories 1200-2500; serials 2 to 8 chapters; informational, inspirational articles 100-800; short verse. J. Gordon Howard. \$1 to \$3 per story, Acc.

Highway. (Christian Bd. of Pub.) 2700 Pine Blvd., St. Louis 3, Mo. (W) Boys and girls, 12-18. Short stories not over 2500; serials, 8-12 2500-word chapters; poems up to 20 lines; illustrated articles 100-1000. Frances Woolley. \$3.50 per M. Acc.

Our Young People. (Augsburg Pub. House) 425 S. 4th St., Minneapolis 15, Minn. (W) Articles, stories, photos for illustration, to interest young folks 12 to 15 and older. Gerald R. Giving. \$2.50-\$3 per 1000, 10th of month after Acc.

Quest. (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Boys and girls 12-17. Illustrated descriptive articles; short stories 2500; serials 6-12 chapters. Linda C. Albert, Assistant Ed. Fair rates, Acc.

Sunday School Messenger. (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. (W) Young people, 12 to 17. Short stories 1800-2500; serials: nature, science, religious articles; verse, editorials 300. W. E. Pfeiffer, \$1.25 per M. Acc.

Teens. (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia 3. (W) Boys and girls, 12-15. Challenging, realistic short stories, preferably with Christian or social slant, 2000, boy and girl characters; serials, 13 chapters, 2500 each; inspirational, fact, hobby, how-to-do articles, preferably illustrated, 800. Short stories, \$15 up; articles, \$5 (inc. photos.)

Young Canada. (Presbyterian Publications) 165 Elizabeth, Toronto, Ont., Canada. (W-20) Junior, teen-age boys and girls. Short stories 2000; short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 750. N. A. MacEachern, M. A. Varying rates, Pub.

Young Catholic Messenger. 124 E. 3rd St., Dayton 2, Ohio. (W) Boys and girls, junior high age. Short stories, 1200-2000, with shorter lengths preferred; serials up to 1000 words; per installment; plays 1200. Cartoon ideas; short stories, \$40; non-fiction, 1 1/2c up. Don Sharkey, Acc.

Young People, The. (Augustana Book Concern) Rock Island, Ill. (W) Articles and short stories, serials, Christian ideals for children 11 to 16; photos. Low rates; payment quarterly. Submit Mss. to Rev. Emeroy Johnson, 317 W. Broadway, Little Falls, Minn.

Young People's Friend. (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short stories 1000-2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe. \$3 per M. Pub. (Sample copy, 3c)

Young People's Standard (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Short stories up to 2500, articles up to 1200; verse up to 16 lines, fillers. Margaret R. Cutting. \$3.75 per M. verse 10c line, Acc.

Youth's Comrade, The. (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short stories 2500; also 800-1000; serials, verse, art work, religious and out-of-door subjects. Miss Edith Lantz. \$3.75 per M. Acc.

JUNIOR AGE (9 to 12)

(Boy and Girl)

Boys' and Girls' Comrade. Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M. photos 50c to \$2, Pub. (Sample copy, 3c.)

Children's Friend. (Augsburg Pub. House—Lutheran) 425 S. 4th St., Minneapolis 15, Minn. (W) Articles, stories for ages 9-12, religious note liked; photos to illustrate. Gerald R. Giving. \$2.50-\$3 per M, 10th of month after Acc.

Explorer, The. (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short stories, serials, verse. Agnes Swinerton. 1/2c. Acc.

Juniors. (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia 3. (W) Boys and girls 9-12. Short stories, Christian point of view, boy and girl characters, 900-2500; serials 6-10 chapters, under 2500 words each. Educational articles 100 to 1000. Some poetry. Approx. \$4.50 per M. Acc.

Junior Catholic Messenger. 124 E. 3rd St., Dayton, Ohio. (W) Boys and girls 3rd, 4th and 5th grade age. Short stories, simple vocabulary 800-1000; articles 600, serials up to 4500; short fillers, jokes, verse, 12 lines. James J. Pfaffm. 1 1/2c min., photos \$3 to \$5, Acc.

Junior Life. (Standard Pub. Co.) 8th and Cutter Sts., Cincinnati 3, O. (W) Boys and girls 9 to 12. Wholesome short stories 1200-1500; articles, 200-300.

Junior World. (Christian Bd. of Pub.) 2700 Pine Blvd., St. Louis 3, Mo. (W) Children 9 to 12. Short stories up to 1500, serials 8 to 12 1500 word chapters; poems up to 20 lines; illustrated informative articles 100 to 1000. Hazel A. Lewis. \$3 to \$4 per M. Acc.

Olive Leaf, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short stories 600; articles 500; verse 8 to 12 lines. Submit MSS to Miss Ruth Bonander, 3939 Pine Grove Ave., Chicago 13. ¼c, Pub.

Our Boys and Girls, (Evangelical Pub. House) 3rd and Reilly Sts., Harrisburg, Pa. Juniors, 9 to 11. Poems, articles. Low rates, Acc.

Our Boys and Girls, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. Stories; verse; photos. Low rates, Acc.

Picture World, (Am Sunday School Union) 1816 Chestnut St., Philadelphia 3. (W) Children under 12. Short stories and incidents definitely Christian, impressing moral and spiritual truths 400-800; verse, \$5 per M, verse 50c stanza, Acc. All MSS. must contain some Bible teaching or inspiration.

Pilot, (Lutheran Pub. House) 1228 Spruce St., Philadelphia. (W) Ages 9 to 12. Short stories, articles. Low rates, Acc.

Sentinel, The, (Baptist Sunday School Board) 161 8th Ave., N., Nashville 3, Tenn. Boys and girls 9 to 14. Mystery, camping, adventure, animal short stories 1500-2000; articles on birds, animals, gardening, games, things to make and do, 500-1000; verse. Novella Dillard Preston. ¼c, Acc.

Trails for Juniors, (Methodist Pub. House) 810 Broadway, Nashville 2, Tenn. Material to interest children 9 to 12; short stories 1200-1500. Marion Armstrong.

What to Do, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 12. Entirely staff-written.

Young Crusader, The, 1730 Chicago Ave., Evanston, Ill. (M-50) W.C.T.U. children's paper. Temperance short stories up to 1000. A. M. Langill. ¼c Acc. Verse, no payment.

TINY TOT AGE (4 to 9)

(Boy and Girl)

Children's Friend, (Primary Association) 3640 Bishops Bldg., Salt Lake City. A monthly for boys and girls 4-12. Outstanding seasonal, outdoor adventure, and wholesome action stories, conforming to Christian ideals, 800-2500; short articles on the arts, specifically for children, 400-1000. Some poetry. ¼c, prose; 12½c line for verse, Pub.

Dew Drops, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 6 to 9. Short stories under 1000; puzzles, games, poems, and very short articles. 1c up, Acc.

Jewels, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Material for small children. Agnes Swinerton. ¼c, Acc.

Little Folks, (Augsburg Pub. House—Lutheran) 425 S. 4th

St., Minneapolis 15, Minn. (W) Stories up to 400-450, moral, religious note, for ages 5-6; verse, 4, 6, 8 lines. Gerald R. Giving. ¼ to ½c, 10th of month after Acc.

Our Children, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Children 6 to 8. Low rates, Acc.

Our Little Folks, (United Brethren Pub. House) Dayton, Ohio. (W) Children 4 to 9 years. Short stories 300-600. J. Gordon Howard. Up to ¼c, Acc.

Our Little Messenger, 124 E. 3rd St., Dayton, Ohio (W-during school year.) Short stories, 350-400; for 6-7-year-olds, Miss Pauline Scheidt, 434 W. 120th St., New York. Good rates. Acc., depending on merit of story.

Pictures and Stories, (Methodist Pub. House) 810 Broadway, Nashville 2, Tenn. Material to interest children 6 to 8; stories, 500-800. Mary Edna Lloyd.

Shining Light, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W-4) Children 5 to 9. Moral, character-building, religious short stories 300-500; nature, religious verse; photos of nature, children, Ida Byrd Rowe. \$3 per M; Pub. (Sample copy, 3c.)

Stories for Primary Children, (Presbyterian Bd. of Christian Ed.) 932 Witherspoon Bldg., Philadelphia 7. (W) Children, 6 to 8. Character-building short stories 500-800. Stories of world friendship and of Bible times. Things to make and do. Catherine Casey. ¼c, poems under 16 lines, 10c a line, Acc.

Storyland, (Christian Bd. of Pub.) 2700 Pine Blvd., St. Louis 3, Mo. (W) Children under 9. Short stories 300-1000; poems up to 20 lines; handicraft articles 300-500, drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M, Acc.

Storytime, (Baptist Sunday School Bd.) 161 8th Ave., N., Nashville 3, Tenn. (W) Children 6 to 8. Short stories 400-700; articles and suggestions for playthings children can make, 100-300; verse. Agnes Kennedy Holmes. No MSS. purchased during July, August. ¼c, Acc. (MSS. not typed are returned unread.)

Story World, (Am. Baptist Pub. Soc.) 1701 Chestnut St., Philadelphia 3. (W-2) Children under 9; short stories 500-700; simple illustrated story articles up to 400; short verse. Approx. \$4.50 per M. Acc.

Past issues containing the Religious, Health, Rural, and other lists omitted to make room for the Trade Journal list, can be obtained for 20 cents each.

C—BUSINESS AND TRADE PUBLICATIONS

BUSINESS, ADVERTISING, SALESMANSHIP

Advertising Age, 100 E. Ohio St., Chicago 11. (W-10) Spot news only, with illustrations. 1½c, Pub.

A. M., 1430 S. Penn Square, Philadelphia 2. Needs correspondents to give national-wide coverage of business. Feature stories; sketches; pictures. Jacob A. Lazar. Ind.

American Business, (Dartnell Pubs., Inc.) 4460 Ravenswood Ave., Chicago. (M-35) Factual, timely stories on modernizing methods in office and administration fields; personality stories on top management men, which have a news phase; fillers on office methods and short-cuts. No stories on retailers. Queries answered promptly. Eugene Whitmore. 2c-3c, Pub., Acc. if arranged in advance.

Bankers' Monthly, 536 S. Clark St., Chicago 5. (M-50) Short technical articles from bankers' standpoint; preferably signed by banker. John Y. Beaty. Good rates, Pub. (Buying little now.)

Barron's, 40 New St., New York 4. (W-25) Authoritative business and financial articles 500-2000. George E. Shea, Jr. Indefinite rates, Acc.

Burroughs Clearing House, 6071 2nd Blvd., Detroit 32. (M) Query editor on bank operating and management articles. Henry J. Boone. 3c, Acc.

Commerce, 1 N. LaSalle St., Chicago 2. (M-25) Invites queries on feature business articles. Alan Sturdy. 1c up.

Credit & Financial Management, 1 Park Ave., New York 16. (M-25) Articles on general credit and financial problems of manufacturers and jobbers. R. G. Tobin. 1c, Pub.

Forbes Magazine, 120 5th Ave., New York 11. (2-M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1000-1500. Frequently buys from outside writers. B. C. Forbes. Good rates, Pub.

Good Business, 917 Tracy St., Kansas City, Mo. (M-15) Unity articles showing that the teachings of Jesus Christ are the basis for successful modern business, to 1600. Francis J. Gable. 1c, Acc.

Magazine World, 40 E. 49th St., New York 17. Trade journal for management executives of general magazines, business papers, farm papers, etc., mostly staff written. Will consider short material of interest to or about magazine publishers' fraternity. Roy Quinlan. Flat rates, Acc.

Mail Order Journal, 512 5th Ave., New York 18. (Bi-M-25) Case sales promotions and appropriate sales angles, 600. J. C. Gerstner. No payment.

Nation's Business, 1615 H St., N. W., Washington 6, D. C. (M-35) Business articles 2500. Lawrence F. Hurley, Ed.: Paul McCrea, Mng. Ed. Query. Good rates, Acc.

Opportunity, 620 N. Michigan Ave., Chicago 11. (M-10) Inspirational and biographical features with broad human interest and inspirational appeal; fillers. Geo. F. Peabody. ½c up, Pub.

Printers' Ink, 205 E. 42nd St., New York 17. (W-20) Adver-

tising, management, and sales articles. G. A. Nichols, Ed.; R. W. Palmer, Exec. Ed. Good rates, Pub.

Purchasing, 205 E. 42nd St., New York 17. (M-35) Query on articles on industrial buying; methods, personalities; materials. Stuart F. Heinritz. 1c up, Acc.

Sales Management, 386 4th Ave., New York 16. (2-M) Articles on marketing, national scope, signed by executive. Buys little. Raymond Bill. 1c to 3c, Pub.

Savings Bank Journal, 100 Stevens Ave., Mt. Vernon, N. Y. (M-50) Savings, insurance, investment articles 1500-2000. Milton W. Harrison. 1c, Pub. (Seldom buys from free-lances.)

Signs of the Times, P. O. Box 1171, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley, ¼c to 1c, Pub. (Buying little now because of war conditions.)

Specialty Salesman, 307 N. Michigan Ave., Chicago 1. (M-10) Inspirational articles related to direct selling; fact success articles of direct salesmanship, 350 to 1500. H. J. Bligh, ¼c Acc.

Trained Men, 1001 Womong Ave., Scranton, Pa. (Bi-M) Articles on industrial relations and training for apprentices, foremen, executives, 1000 to 2500; interviews 1000 to 2500. F. B. Foster. Acc.

TRADE JOURNALS

Aero Digest, 515 Madison Ave., New York 22. (M-50) News and features on the aviation industry, aeronautical engineering, production, military aeronautics, air travel. Carl F. Elliott, Mng. Ed. ½c up, Pub.

Air Conditioning and Refrigeration News, 5229 Cass Ave., Detroit 2, Mich. (W-20) Informative articles on servicing refrigerating machines, electrical appliances and air conditioning installations; news. George F. Taubeneck. 6c line, Pub.

Air Transportation Magazine, (Import Pubs., Inc.) 8 Bridge St., New York 4. (M-50) Articles on shipping by air, covering air shipping, handling of air cargoes, air terminal facilities, air shipping costs, etc. John F. Budd.

Air News, 545 5th Ave., New York 11. (M-20) Covers aviation in all branches. Phillip Andrews. Pub.

Air Pilot and Technician, 515 Madison Ave., New York 22. (M-35) Authoritative articles on piloting and practical servicing and repairing of aircraft, 500-2000. Russ Brinkley. 1c, Pub.

Airports, (Haire Pubs.) 1170 Broadway, New York 1. (M) Covers all phases of airport construction, development, management, etc. John Regan. 3c for submitted material, considerably higher for material secured on order.

Air Tech, 545 5th Ave., New York. (M-25) The magazine of aircraft maintenance and operation. Technical articles on assignment, 1500. Phillip Andrews. Pub.

Air World combined with Aircraft-Age (Columbia Pubs.) 241 Church St., New York. (Bi-M-15) Illustrated fact aviation material. L. Horace Silberkleit. 1c and up, Acc.

American Artisan, 6 N. Michigan Ave., Chicago 2. (M-25) Illustrated merchandising articles on experiences in warm air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

American Baker, The, 118 S. 6th, Minneapolis 2. (M-10) Articles on baking innovations; examples of good merchandising; bakery management. Martin E. Newell. ½¢ up, Acc.

American Builder, 105 W. Adams St., Chicago 3. (M) Well-illustrated articles detailing merchandising and selling methods used by retail lumber, building material yards to stay in business during wartime; how-to-do-it articles on building maintenance, repairs and conversions, with step-by-step methods, materials used, drawings, photos. Joseph B. Mason. \$10 page.

American Druggist, 572 Madison Ave., New York 22. (M-25) Pictorial features on druggists or drug stores or on subjects related to pharmacy; 200-word illustrated personality sketches of druggists outstanding in community service. Bernard Zerbe. Mng. Ed. 3c, first 500 words, 2c second 500, 1c over 1000; photos, \$3, Pub. unless otherwise requested.

American Hairdresser, 309 W. Jackson Blvd., Chicago 6. (M-35) Items of unusual interest to beauty shops; advertising; promotional schemes, etc. Hazel L. Kozlay. 1c, Acc.

American Horologist, 226-228 16th St., Denver 2. (M) Illustrated articles, 500-1000, pertaining to horology, watch and clock repair service, unusual creations and happenings, historical material. Orville R. Hagans. ½¢, Acc.

American Lumberman, 139 N. Clark St., Chicago 2. (Bi-W) What retail lumber and building materials dealers are doing now to prepare for sales opportunities that will be theirs post-war; training of personnel; floor plans etc. for new lumber yards; lumber dealer merchandising and advertising programs. E. H. Johnson. Features, \$10 page; news, \$3.50 column, Pub.

American Paint & Oil Dealer, 3713 Washington Blvd., St. Louis 8. (M) Unusual paint merchandising articles illustrated. W. G. Singleton. 1c, Pub. 30-60 day reports.

American Paper Merchant, 2009 Conway Bldg., Chicago 2. (M-35) News and features regarding paper merchants. P. A. Howard, publisher. H. R. Stoakes, Mng. Ed. ½¢ up, Pub.

Automotive Digest, 22 E. 12th St., Cincinnati 10. (M-25) Methods and management articles, write-ups of ideas of interest to independent service garage men, to improve service business, stimulate trade, reduce operating costs, 500-1500. J. A. Ahlers. Rates according to merit, Acc.

Automotive News, 5229 Cass St., Detroit 2. Mich. News correspondents in towns and cities of importance. Pete Wemhoff. 40c inch, photos \$1.50, Pub.

Automotive Retailer, Morristown, N. J. (M) News and features pertaining to auto supply stores, both chain and independent. John A. Warren. 1c, Pub.

Aviation Maintenance, 205 E. 42nd St., New York 17. (M-50) Articles strictly on maintenance of airplanes and airports, to 2500; maintenance short-cuts and kinks; photos and drawings to illustrate. A. W. D. Harris, Mng. Ed. Approx. 2c min., Acc.

Aviation, 330 W. 42nd St., New York 18. (M-50) Technical articles, photos. L. E. Neville. Good rates, Pub. Query.

Bakers' Helper, 330 S. Wells St., Chicago 6. (B-W-15) Business-building plans for bakers; merchandising method stories, personnel and maintenance articles to 2000; bakery news items, cartoons. C. C. Swearingen. 1c, Pub.

Bakers Weekly, 45 W. 45th St., New York 19. (W-10) News correspondents in principal cities, Bakery features, selling ideas, window displays. Peter G. Pirrie. Space rates, Pub.

Barrel & Box & Packages, 431 S. Dearborn St., Chicago. (M-25) Articles and news items dealing with manufacture and use of wooden containers, up to 2000. M. B. Pendleton. 25c inch, Pub.

Bedding, 666 Lake Shore Dr., Chicago 11. Illustrated articles on manufacturing and marketing problems of manufacturers of mattresses, springs, soft beds, metal beds, cots, etc. 800-1500. 1½¢, Acc., photos \$3. Robert P. Logan.

Beverage Times, 480 Lexington Ave., New York 17. (W-10) Liquor store and restaurant merchandising articles, 1000-1500 Up to 1½¢, Pub.

Bookbinding & Book Production, 50 Union Square, New York 3. (M) News of book printing and bookbinding trade. Cartoon ideas. Query on features. Ronald Savery, ½¢, news; features, Pub.

Boot & Shoe Recorder, 100 E. 42nd St., New York 17. (Semi-M) "Success" stories from retail shoe stores; merchandising articles. Arthur D. Anderson.

Brake Service, 31 N. Summit St., Akron, Ohio. (M) Technical articles on brakes and brake servicing; interviews with successful operators of brake stations. Ed. S. Babcox. 1c, Pub.

Brick & Clay Record, 59 E. Van Buren St., Chicago 5. (M-50) News and features of brick and clay industry. Regular correspondents. J. J. Svec, Mng. Ed. 1c up, Pub.

Building Supply News, 59 E. Van Buren St., Chicago 5. (M-30, Jan. \$1.00) Articles on lumber and building material, yard operation and management; yard handling equipment, concrete products manufacture; reports of conventions; 100-200 word articles for departments; "Ringing the Register," and "Yard Kinks." John W. Parshall. 40c inch, Pub.

Bus Transportation, 330 W. 42nd St., New York 18. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. ¾¢, Acc. News items, first 100 words 2c, bal. each item ½¢, Pub. (Query.)

Butchers Advocate & Dressed Poultry, 82 Beaver St., New York 5. (W-5) Illustrated articles dealing with retailers, wholesalers and packers of meat; occasionally a short-story, 700-1200, based on trade background and trade characters. G. H. Trimmingham. ½¢, Acc., and Pub.

Candy Industry, 8 W. 45th St., New York 19. (Bi-W) Trade newspaper of confectionery field. Correspondents in principal cities. Don Grussow. Acc.

Ceramic Industry, 59 E. Van Buren St., Chicago 5. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. J. J. Svec.

Chain Store Age, 185 Madison Ave., New York 16. (M-35) Feature articles. G. M. Lebar. About 1½¢, Pub.

Church Management, 1900 Euclid Ave., Cleveland. (M except August) Illustrated articles on administration problems of church manager and pastor. Dr. Wm. Leach. ½¢ up, Pub.

Cleaning & Laundry World, 381 4th Ave., New York 16. (M-25) Short, terse news items on dry cleaning, laundry, rug cleaning, fur cleaning and storage, business practices and management; news items and human interest articles on plant owners; all accompanied by photos if possible. 25c col. inch, photos \$1-\$3, Pub.

Commercial Car Journal, Chestnut and 56th Sts., Philadelphia 39. (M-40) Articles on maintenance problems of motor truck fleet operators, 2000; cartoons, jokes. Geo. T. Hook. \$40-\$75, Pub.

Converter, The, 111 W. Washington St., Chicago 2. (M-35) Articles on new products, new processes, efficiency operations of envelope manufacturers and other paper converters, including manufacturers of paper containers, cartons, boxes. P. A. Howard, publisher. H. R. Stoakes, Mng. Ed. ½¢ up, Pub.

Corset & Underwear Review, 1170 Broadway, New York 1. (M-35) Buyer news feature articles for corset and brassiere departments, specialty shops. Louise Campe. ¾¢, Pub.

Cracker Baker, The, 45 W. 45th St., New York 19. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant writeups; sales stories, practical or technical articles; human-interest and success stories pertaining to baking. Query. L. M. Dawson. 30c inch, Pub.

Crockery and Glass Journal, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos; sales training articles. James J. Horan. ¾¢, Pub.

Dairy World, 608 S. Dearborn St., Chicago 5. (M-10) Factual articles of interest on milk plants as follows: Plant expansion for essential needs; lowering costs of production or securing greater production with available manpower or equipment; solution of manpower shortage; maintenance, conservation, or conversion ideas; merchandising; any other activity (alone or in group action), 500-2000, with photos or ads. Roscoe C. Chase. 1c; ads, 50c up; photos, \$1 up, Pub.

Decorative Furnisher, 1170 Broadway, New York 1. (M) Articles on salesmanship, advertising, department and window displays, as pertaining to merchandising of furniture, upholstery fabrics, curtains, draperies, floor coverings, lamps and lighting fixtures, etc. James P. Rome. 1-1½¢, Pub.

Department Store Economist, 100 E. 42nd St., New York 17. (M) Articles on department stores—management, systems, operations, merchandising, modernization, to 750. Longer by special arrangement. Factual copy ghosted by store executive if possible. Doris Burrell. 1½¢, photos \$2.50, within six weeks of receipt.

Diesel Power & Diesel Transportation, 192 Lexington Ave., New York 16. (M-35) Illustrated articles on Diesel engine operation and maintenance, in power generation, bus, truck, and Diesel-electric locomotives, rail cars, tractors, etc.; also articles on economics of plant operation, 500-2000. Charles F. Foell. About 1c, average \$15 per page, including photos, Pub.

Domestic Engineering, 1900 Prairie Ave., Chicago 16. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard. 1c, Pub.

Drug Topics, 330 W. 42nd St., New York. (Bi-W) Retail drug trade. Dan Rennick, Edit. Dir. 1c, Pub.

Drug Trade News, 330 W. 42nd St., New York. (Bi-W-15) News of manufacturers in drug and toilet goods fields. Dan Rennick, Edit. Dir. 1c, Pub.

Editor & Publisher, 1700 Times Bldg., New York 18. (W-10) Daily newspaper trade articles, news items. Robert U. Brown. \$2 a column up, Pub.

Electrical Dealer, 360 N. Michigan, Chicago. (M-35) Sales promotions on electric appliances articles 400-1000 accompanied by photos or advertising material used in connection with described activity, \$15-\$35. (Query before submitting.)

Electrical South, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. 1c, Pub.

Excavating Engineer, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, bulldozers and tractor-drawn scrapers; excavating contracts, open pit mining, quarry, drainage. 500-2000. J. D. Grace. 1c, photos \$1, cartoons \$1 up, Pub. (Query.)

Factory Management & Maintenance, 330 W. 42nd St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.

Fashion Accessories, 1170 Broadway, New York. (M) Brief merchandising articles on gloves, handkerchiefs, neckwear, hand bags, etc., from outstanding department stores; personnel news. Gertrude Rossiter. ¾¢, Pub.

Feed Bag, The, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated dealer-interview articles on outstanding merchandising ideas used by retail feed dealers, 800 to 1000; cartoons. C. L. Onsgard. 1c-1½¢; photos, \$1-\$5, Pub.

Feedstuffs, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. ¾¢, Acc.

Film Daily, 1501 Broadway, New York. (D-10) News of the film industry. Chester B. Bahn. Space rates.

Fishing Gazette, 461 8th Ave., New York 1. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. News and articles on new plants. Photos of commercial fishing boats, with details of equipment. Carroll E. Pellissier. Articles \$5 page and up, news 25c. incl. photos up to \$3. Pub.

Floor Craft, (Continental College of Floor Efficiency) 1800 East National Ave., Brazil, Ind. (M-10) Correspondents all over U. S. who handle direct assignments on maintenance of large floor areas with special slant for Floorcraft. D. E. Smalley. 1/2c. Pub. Up to \$5, photos.

Flooring, 45 W. 45th St., New York 19. (M) News and features of interest to flooring contractors. Good rates.

Food Field Reporter, 330 W. 42nd St., New York. (Bi-M) News of the food and grocery product manufacturers; also illustrated articles detailing merchandising and advertising methods used by chains, supers, and voluntaries, 1000. Roy Miller. 1c. Dept. items 8c line. Pub.

Fuel Oil News, 1217 Hudson Blvd., Bayonne, N. J. (Twice Monthly) News and illustrated features on retailers and marketers of fuel oil. Oliver C. Klinger. 1/2c up. Pub.

Fueloil & Oil Heat, 232 Madison Ave., New York 16. (M) News of manufacturing, selling, installing and operation of oil burners, air conditioning, heating fuel oil. A. E. Coburn. 30c incl. Pub. (Overstocked.)

Furniture Age, 4753 N. Broadway, Chicago 40, Ill. (M-50) Illustrated home furnishing trend articles 500-1000 on furniture, rugs, draperies, bedding; featuring outstanding promotions, modernized stores, model rooms, unusual merchandising methods. J. A. Gary, 1c, photos \$2. Pub.

Furniture Manufacturer, 342 Madison Ave., New York 17. (M) Technical articles of interest to furniture manufacturers, particularly on designing, finishing, use of plastics, etc. E. Edward Borges, Edit. Dir. Up to 1c. Pub.; \$1-\$2 photos.

Furniture Record, 342 Madison Ave., New York 17. (M) Technical stories on the operation of furniture stores, with particular reference to office handling, lighting, receiving and shipping of merchandise. V. E. Borges. 1c. Pub.

Garrison's Magazine, 110 E. 42nd St., New York 17. (M) Outstanding features on department store merchandising; illustrated shorts pertaining to small retail stores especially acceptable. Flint Garrison. Excellent rates. Acc.

Gas Age, 9 E. 38th St., New York 16. (Fortnightly) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c. Pub.

Gas Appliance Merchandising, 9 E. 38th St., New York. (M) Illustrated features on merchandising of gas appliances, including gas-fired air conditioning units. H. O. Andrew. 1c. Pub.

Gayer's, 260 5th Ave., New York. (M)-Brief, illustrated articles on stationery, office equipment and furniture, allied fields, advertising, etc., based on actual interviews. Thos. V. Murphy. 1/2c each. Pub.

Gift & Art Buyer, 260 5th Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting cards, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. 1/2c each. Pub.

Glass Industry, The, 55 W. 42nd St., New York 18. (M) Articles covering the technology and production problems of glass manufacturers; news and helpful features of glass manufacturing and helpful features of glass manufacturing. Good rates.

Hardware Age, 100 E. 42nd St., New York 17. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 page (about 1 1/2 to 2c per word). Pub.

Hardware Retailer, 333 No. Pennsylvania St., Indianapolis 4. (M-15) Illustrated hardware merchandising features. Glendon Hackney. 1c. Acc.

Hardware World, 360 N. Michigan Ave., Chicago 1. (M) Limited market for hardware merchandising stories, also sporting goods, housewares, china, glass, 100-1000. 1c, photos \$1, after Pub.

Hat Life, 1123 Broadway, New York 10. (M) Query on men's hat trade features. Ernest Hubbard. Good rates, Acc.

Hats, 15 East 40th St., New York 16. (M) Merchandising articles about successful millinery promotions, under 1000. C. Steinecke, Jr. 1c. Pub., \$2 photos.

Heating, Piping & Air Conditioning, 6 N. Michigan Ave., Chicago 2. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2000; mostly by engineers. C. M. Burnam, Jr. Good rates, Pub.

Hide and Leather and Shoes, 300 W. Adams St., Chicago 6. (W-15) Features on outstanding shoe manufacturers and tanners and shoe distributors; new developments, constructions, etc. in shoe-making and tanning; promotion campaigns by manufacturers. 1c. Pub. (Query.)

Highway Magazine, Armo Drainage Products Assn., Middletown, O. (Bi-M) Articles on drainage, operation, improvements on public highways, etc., use of roads and streets, 800-1200; cartoons. W. H. Spindler. 1c. photos \$1. Acc.

Hospital Management, 100 E. Ohio St., Chicago 11. (M-20) Features, news, on various aspects of hospital management such as nursing, food service, pharmacy, special departments, housekeeping, laundry, maintenance. T. R. Fonton, M.D. 1c. Pub.

Hotel Bulletin, 342 Madison Ave., New York 17. (M) Short items and articles on hotel maintenance and management, food preparation and beverage service. V. E. Borges. 1/2c to 1c. Pub.

Hotel Management, 71 Vanderbilt Ave., New York 17. (M-25) Articles on hotel financing, maintenance, operation, remodeling, to 2500. (Always outline in letter first.) Action photos. J. S. Warren. 2c to 3c. Acc.

Hotel World-Review, 71 Vanderbilt Ave., New York 17. (W-19) Hotel and travel news. Query on news and features. R. T. Huntington. 1/2 to 1c. Acc.

House Furnishing Review, 1170 Broadway, New York 1. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julien Ellenhein. 1/2c, \$1 for photos, Pub.

Ice & Refrigeration, 435 N. Waller Ave., Chicago. (M-35) Ice-making, cold-storage, refrigeration articles and news of new refrigerator plans and improvements, locker storage, food processing. Articles on ice merchandising. H. T. McDermott. 1/2c. Pub.

Ice Cream Field, 19 W. 44th St., New York 18. (M-25) Merchandising and promotion ideas used or planned, for greater sales of ice cream, wholesale or retail. Howard Grant. 1/2c. Pub.

Ice Cream Trade Journal, 305 E. 45th St., New York 17. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies, 500-2000. V. M. Rabuffo. 1c. Pub.

Implement Record, 1355 Market St., San Francisco 3. (M-25) Material mostly secured direct from trade, but occasional news purchased. (Query.) Osgood Murdock. Varying rates, Acc.

India Rubber World, 386 4th Ave., New York. (M-35) Technical articles on economics of rubber industry, trade news, 2500. R. G. Seaman. 1c. Pub.

Industrial Finishing, 1142 N. Meridian St., Room 301, Indianapolis 4. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100-1500. W. H. Rohr. 1c. Pub.

Industrial Marketing, 100 E. Ohio St., Chicago 11. (M) News and features on industrial marketing and advertising. G. D. Crain, Jr. 1c. Pub.

Industrial Retail Stores, Southern Bldg., Washington 5, D. C. (M-25) Merchandising articles and success stories on "company store" operations, 500-1000. Hull Bronson. 1/2c. Pub.

Industry & Welding, Industrial Publ. Co., 812 Huron Rd., Cleveland 15. (M-Free) Constructive articles for the welder. Irving B. Hexter. 1c. Pub.

Infants' & Children's Wear, 1170 Broadway, New York 1. (M) Articles on merchandising of infants' and children's wear and shoes; news of buyers and sales promotion events in children's wear field. Dorothy Stote. 1/2c. Pub.

Inland Printer, 309 W. Jackson Blvd., Chicago 6. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

Institutions Magazine, 1900 Prairie Ave., Chicago 16. (M-35) Articles on food, equipment, maintenance and management of institutions. Photos. 1c, photos \$2 up. Pub.

Insurance Field, 322-28 W. Liberty St., Louisville, Ky. (Life Edn., W-15; Fire Edn. W-25) Correspondents covering fire, casualty, life insurance news in all principal cities. Fred C. Crowell, Jr. 35c incl. Pub.

Insurance Salesman, 1142 N. Meridian St., Indianapolis 6. Ind. (M-20) News and feature articles on life insurance salesmen and their methods. 1/2c. Pub. (Buys little from freelancers.)

International Blue Printer, 506 S. Wabash Ave., Chicago. (M-50) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. C. J. Griffith. 1c, photos \$1. Pub.

Jewelers Circular-Keystone, 100 E. 42nd St., New York 17. (M-25) Illustrated stories on window display, advertising, silverware, watch merchandising, based on experience of some well-rated jeweler, with special emphasis on the way he is adjusting to wartime conditions, 1200-1500. F. V. Cole. 60c incl. photos \$3. Pub.

Jewelry, 381 4th Ave., New York 16. (W-20) Short articles, fillers, news items of interest to jewelry trade. Sam Mintz 1c, or 45c incl; photos and cartoons, \$3.

Laundry Age, 9 E. 38th St., New York 16. (Semi-M-25) "How" articles on power laundry operation and selling; also dry cleaning production and selling in dry cleaning departments of laundries; news items; photos. Howard P. Gallo-way. 1c. Pub.

Laundryman's-Cleaner's Guide, 161 Spring St., N. W., Atlanta 3, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants. 750-1200. 1c, photos 50c to \$2.50. Acc.

Linen & Domestic, 1170 Broadway, New York 1. (M-35) Trade and feature articles on linen goods, bed spreads, blankets and towels; interior or window display photos. Query on anything special. Julien Ellenhein. 1/2c, photos, \$1. Pub.

Liquor Store and Dispenser, 205 E. 42nd St., New York 17. (M-30) Illustrated merchandising articles 800, for wine and liquor retailers, taverns and restaurants; cartoons. Frank Haring. 1 1/2c-2c, photos \$1.50 to \$3.50. Pub.

Luggage and Leather Goods and Handbag Buyer, 1170 Broadway, New York 1. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layout. News about buyers. Arthur Mellin. 1/2c. Pub.

Marking Devices, 407 S. Dearborn St., Chicago 5. (M-15) Technical articles with photos showing various uses of marking devices. James Ashton Greig. 1c up. Acc.

Master Shoe Rebuilder, 60 South St., Boston 11, Mass. (M-10) Illustrated articles on modern, progressive shoe rebuilders; cartoons. W. C. Hatch. 1/2 to 1c. Pub.

Meat, 664 N. Michigan Ave., Chicago 1. (M) Query on features, based on interviews with meat-packing officials on production methods, merchandising ideas. Florence Chambers. 1/2c. Pub.

Men's Wear, 8 E. 13th St., New York 13. News, features on men's wear departments, stores. W. D. Williams, Gen. Mgr. Good rates, Pub.

Mill & Factory, (Conover-Mast Corp.) 205 E. 42nd St., New York 17. (M-35) Query editor for copy of magazine and instructions. Carl C. Harrington. 1c up, usually Acc.

Modern Hospital, 919 N. Michigan St., Chicago 11. (M-35) Hospital subjects, 750-1500, from experts only. Alden B. Mills. Pub.

Modern Packaging, 122 E. 42nd St., New York 17. (M-50) Illustrated articles on package production, merchandising window and counter display, on assignment. C. W. Browne.

Modern Plastics, 122 E. 42nd St., New York 17. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. Charles A. Breskin, Ed.; Mrs. D. Martin, Mng. Ed. 4c up, Pub.

Modern Retailing, 250 5th Ave., New York 1. (Q) Illustrated short articles detailing successful sales ideas, methods and stunts of small stores selling stationery, office supplies, school needs, novelties, etc. Photos. David Manley. 1c, Pub.

Modern Stationer, 250 5th Ave., New York 1. (M-25) Illustrated dealer stories. David Manley. 1c, photos, space rate, Pub.

Motor, 572 Madison Ave., New York 22. (M) Articles on merchandising, service and management for new car dealers, repairshop operators, automotive jobbers, in keeping with war conditions or anticipating end of war. Neal G. Adair. Good rates, Pub.

Motor Service, 549 W. Washington Blvd., Chicago 6. (M) Articles and photos of interest to automotive repair shop service managers. Send for detailed instruction sheet.

Motorship, 192 Lexington Ave., New York 16. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford. 1c, Pub.

Music Trades, 113 W. 57th St., New York. (M-25) Merchandising articles on piano and musical instrument houses, music publishers, etc.; news of same: features, 1c, Pub. (Reserves right to cut.)

National Bottlers' Gazette, 80 Broad St., New York 4. (M-50) Features and photos of interest to the bottled soft drink industry; cartoons, cartoon ideas. M. J. Becker, Jr. \$7.50 page, Pub.

National Carbonator & Bottler, 161 Spring St., N. W., Atlanta 3. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, wartime operation ideas, in actual use, 750-1250; news items 50-100. 1/2c to 1c, photos 50c to \$1, Pub.

National Cleaner & Dyer, 305 E. 45th St., New York 17. (M-35) Short detailed articles and illustrations on unusual production and sales methods in the dry cleaning field. Paul C. Trimble. Special rates, Pub.

National Furniture Review, 666 Lake Shore Dr., Chicago. (M-30) Authentic home furnishings operating articles, to 1800, well illustrated. Jack Hand. Up to 1 cent, Acc.

National Jewelry Manufacturers, 260 Tremont St., Boston, Mass. (M) Technical stories on the manufacture of precious jewelry, costume jewelry, handbags, toilet items, and related gift merchandise. V. E. Borges, 1c, Pub.

National Provisioner, 407 S. Dearborn St., Chicago 5. (W-25) News and features on modern meat packing plants and sausage manufacturing. Edward R. Swem. 1/2c, Pub. (Query on features.)

Newspaperman, Hyde Park 36, Mass. (M-10) Stories by working newspapermen to 2000; photos; cartoons; gags. Herbert A. Kenny. 50c, inch; \$5, photos; \$10, cartoons; \$1, gags, Pub.

Newspaper Management, 306 W. Main St., Mascoutah, Ill. (M-10) Fact articles on increasing subscriptions, special edition promotions, etc. Arthur D. Jenkins. 1/2c, Pub. (Overstocked.)

Northwestern Miller, The, 118 S. 6th St., Minneapolis, Minn. A merchandising trade journal for the flour and grain industries. Carroll K. Michener. 1c, Acc.

Notion and Novelty Review, 1170 Broadway, New York 1. News of notion department buyers. Merchandising features. A. I. Mellin. 1/2c, Pub.

Office, 270 Madison Ave., New York 16. (M) Method articles of interest to office managers. Articles of interest to commercial stationers and office equipment dealers. 600-1800. James Gorman. 1/2c-2c, Acc.

Office Appliances, 600 W. Jackson Blvd., Chicago 6. (M-25) Articles on selling office equipment, 1200. Walter S. Lennartson. 2 col. pages 30c inch; 3 col. page 20c inch, Pub.

Pacific Drug Review, Woodlark Bldg., Portland 5, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

Pacific Road Builder and Engineering Review, 580 Market St., San Francisco. (M) Illustrated features of interest to engineering and roadbuilding contractors and engineers from Western states only. E. S. Pladwell. \$25 minimum, including photos, Pub.

Packing & Shipping, Masonic Bldg., Plainfield, N. J. (M-25) Items of interest to large industrial companies, railroads and other transportation agencies, on packing, loading, hauling, distribution, loss and damage in shipping, etc. 1000. C. M. Bonnell. Jr. 1/2c to 1c, photos 50c to \$1, Pub.

Picture and Gift Journal, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on picture shops, photos. W. W. Raleigh. About 1/2c, photos 50c to \$1, Pub.

Plastics and Resins, 299 Madison Ave., New York 17. (M-35) Technical and non-technical articles on manufacturing methods used for plastic items, 3000-4000; short cuts; news of molding and fabricating plants and personnel. Garde Serafin. 1c-2c; photos \$3, Pub.

Plumbing and Heating Journal, 45 W. 45th St., New York 19. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. R. G. Bookhout. 1c, Pub.

Plumbing and Heating Business, 2624 Grand Central Terminal

Bldg., New York 17. (M-15) Articles, usually on assignment, covering plumbing, heating contracting; trade news. 2c, Pub.

Post Exchange, 292 Madison Ave., New York 17. (M) Material on operation of Army Exchanges and Ship's Service Stores; cartoons. Lansford F. King, Mng. Ed. 1/2c-3c; photos, space rates (\$2-\$5), Pub.

Power, 330 W. 42nd St., New York 18. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.

Power Plant Engineering, 53 W. Jackson Blvd., Chicago 4. (M-25) Articles on power plant operation, appliances and use, 500-1500. Ralph E. Turner. 1/2c, Pub.

Power Wagon, The Motor Truck Journal, 407 S. Dearborn St., Chicago 5. (M) Articles on war-time maintenance and conservation of large fleets of trucks and trailers, 1000-2500. A. W. Stromberg. 1c-2c, Pub.

Practical Builder, 59 E. Van Buren St., Chicago 5. (M-10) Correct technical articles on residential and smaller business building, with "how-to-do-it" standpoint, 300. Herbert V. Kaepfel, Ex. Ed. Indefinite rates, Pub.

Printing, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, Mng. Ed. 40c inch, photos \$1 to \$2, plus space, Pub.

Production Engineering & Management, 2842 W. Grand Blvd., Detroit 2. (M-50) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc., 1500-2500; fillers; cartoon ideas. Roy T. Bramson. 1c up; photos, \$2.50. Acc. (Query because of censorship.)

Progressive Grocer, 161 6th Ave., New York 13. (M-25) Illustrated idea articles, 100-200; grocery trade articles, especially success stories, 1200-1500; photos. Carl W. Dipman. 1c to 2c, Acc. Original jokes with grocery slant, \$2 each. Attractive photos of food window and interior displays, meat displays, \$3 to \$5 each.

Publishers' Weekly, The, 62 W. 45th St., New York 19. (W-15) Articles about and of interest to book trade, 1500-2000. Frederic G. Melcher, Mildred C. Smith. 1c, 10th of mo. following Pub.

Quick Frozen Foods, 82 Wall St., New York 5. (M-35) Articles on freezing, lockers, 1200-1500; short items on new locker plants, new freezers, etc. E. W. Williams. 1/2c, 50c, short items, \$1 photos, Pub.

Radio-Television Journal, 1270 6th Ave., New York 20. (M) Trade news and features. Limited market. Fair rates, Pub.

Radio and Television Retailing, 480 Lexington Ave., New York 17. (M) Illustrated features on radio and electric appliance merchandising, 100-500. O. H. Caldwell. 1c up, Acc.

Radio and Television Weekly, 99 Hudson St., New York 13. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.

Railway Mechanical Engineer, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright. 50c inch, Pub.

Real Estate Record, 119 W. 40th St., New York 18. (W-50) Articles on building management (office and apartment buildings). Norbert Brown. 1c, Pub.

Refrigeration, 1070 Spring St., N. W., Atlantic, Ga. (Bi-M-15) Name and fact stories on ice refrigeration, merchandising of ice and ice refrigerators, and refrigerated locker plants. O. J. Willoughby. \$4 column, Pub.

Refrigeration Industry, (Refrigeration Pubs. Inc.) 812 Huron Rd., Cleveland 15. (M-25) News, photos, technical articles of interest to refrigeration mechanics, dealers, jobbers, and engineers, to 1500. T. T. Quinn. Good rates.

Restaurant Management, 71 Vanderbilt Ave., New York 17. (M-25) Articles on restaurant financing, maintenance, operation, remodeling. Action photos. Query editor, J. S. Warren. 1/2c to 2/3c, Acc.

Retail Bookseller, The, 55 5th Ave., New York 3. (M-25) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow. 1c, Acc.

Retail Management, 260 Tremont St., Boston, Mass. (M) Concise, full-of-fact articles on department store merchandising, management, promotions. V. E. Borges. 1c, Pub.

Retail Tobacconist, 1860 Broadway, New York 23. (M-15) Articles on business methods of successful tobacconists, 500-1500. 1/2c, Pub.

Rock Products, 309 W. Jackson Blvd., Chicago 6. (M) Articles on cement, lime, gypsum, crushed stone, sand and gravel plant operations, ready-mixed concrete, precast concrete, and all other non-metallic minerals. Bros Nordberg. \$15 per page, including illustrations, Pub.

Rough Notes, 1142 N. Meridian St., Indianapolis 6. (M) Business-getting ideas of interest to automobile, casualty, fire and marine insurance salesmen. Irving Williams. Fair rates, Pub.

Rubber Age, 250 W. 57th St., New York 19. (M-35) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.

Seed World, 211 W. Wacker, Chicago 6. (2-M) Articles on growing and merchandising seeds. J. M. Anderson. 1/2c, Pub.

Self-Service Grocer, 114 E. 32nd St., New York 16. (M) A grocery trade journal reaching managers of large-volume supermarkets of all kinds. Gordon Cook, Ed., Ida M. Brace, Mng. Ed. 1c, Pub. (Write for bulletin giving full requirements.)

Service, 19 E. 47th St., New York 17. (M-25) Technical and semi-technical articles of interest to professional radio and electronics service man, and distributors of radio parts and accessories. Alfred A. Ghirardi, Adv. Ed.; Lewis Winner, Ed Dir. 1c.

Shipping Management, 425 4th Ave., New York 16. (M-25) Articles of interest to shippers of leading manufacturing, wholesaling, and retailing firms. 1c, Pub.

Shoe Manufacturer, 342 Madison Ave., New York. (M) Technical articles on factory operations in the manufacture of shoes. V. E. Borges. 1c, Pub.

Soda Fountain Service, 386 4th Ave., New York 16. (M-25) Illustrated articles on business-building methods for soda fountains, soda lunches, to 1000. V. E. Moynahan. 1c, Pub.

Southern Automotive Journal, 1020 Grant Bldg., Atlanta 3, Ga. (M) News and features covering the automotive trade in the South and Southwest. Rabun L. Brantley. 1c and up, Pub.

Southern Funeral Director, 1070 Spring St., N. W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising, illustrated articles on new funeral homes costing \$25,000 or more, public relations. O. J. Willoughby. $\frac{1}{2}$ to $\frac{1}{4}$ ¢, Pub.

Southern Hardware, 1020 Grant Bldg., Atlanta 3, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.

Southern Printer, 75 3rd St., N. W., Atlanta. (M) Illustrated factual articles, 1000-1500, based on actual experiences of printers in 14 southern states. Josiah Carter. 20¢ cement inch, Pub.

Southern Stationer & Office Outfitter, 75 3rd St., N. W., Atlanta, Ga. (M-20) Business-building articles based on interviews with Southern stationers and office outfitters. V. T. Crenshaw. Pub.

Southwestern Baker, 542 M. & M. Bldg., Houston 2, Tex. (M-20) News and features of Arkansas, Louisiana, Mississippi, So. Carolina, Tennessee, Texas, Alabama, Florida, Georgia, No. Carolina, Oklahoma and New Mexico, baking industry. Charles Tunnell. $\frac{1}{2}$ to 1c, photos \$1, Pub.

Southern Fisherman, 504 Pan American Bldg., New Orleans, La. (M) Needs regular correspondents along the southeastern shores; specifically Texas, Maryland, Virginia, the Carolinas, and some points in Florida. Commercial fishing only; no sport fishing. Also, features with photos on wholesaling, frozen food merchandising, restaurant use and all other aspects of commercial seafood merchandising. Query, Warren Gleason.

Spice Mill, The, 106 Water St., New York 5. (M-50) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. E. F. Simmons. $\frac{1}{2}$ ¢ to 1c, Pub.

Sporting Goods Dealer, The, 10th and Olive Sts., St. Louis 1, Mo. (M-35) Illustrated interviews on sporting goods merchandising, store management, 750-1000; news, Hugo Autz. 1c, Pub.

Starchroom Laundry Journal, 305 E. 45th St., New York 17. (M-35) Short trade stories, well illustrated. Noel Grady. Special rates, Pub.

Super Market Merchandising, 45 W. 45th St., New York 19. (M) Illustrated articles, and news items, on management and operation of super markets, 2500, maximum. M. M. Zimmerman. 1c, Pub.

Surgical Business, 369 Lexington Ave., New York 17. (M-25) Articles of interest to manufacturers, wholesalers, dealers and salesmen of surgical supplies, instruments, equipment and orthopedic appliances, to 1000. Dramatic or pattern photos for front cover. 1c up, Pub.

Syndicate Store Merchandiser, 79 Madison Ave., New York 16. (M-20) Interior and exterior photos of outstanding 5 and 10 cent store displays; news of personnel changes, with photos; and new stores with photos; also human-interest items tied up with variety stores; cartoons; jokes. Preston P. Beil. $\frac{1}{2}$ to 2c, Acc.

Telegraph Delivery Spirit, 556 S. Spring St., Los Angeles 13. (M-50) Staff written except for monthly short story 850-900 dealing with florist business, and one authoritative article for "Helpful Ideas for Your Business" department, 900-950. Grace L. Kunkle. $\frac{1}{2}$ ¢, Pub. Cartoons, \$2.50.

Tire Review, 31 N. Summit St., Akron 8, Ohio. (M) News of tire trade; merchandising articles on tire and battery dealers, jobbers, vulcanizers, retreaders, etc. Edward S. Babcock. 1c, Pub.

Tires Service Station, 386 4th Ave., New York 16. (M-25) Merchandising and servicing articles on tire retailers and super-service station operators, 1500-2000. Jerome T. Shaw. $\frac{1}{2}$ ¢ to 1c, news items 25¢ inch, fillers $\frac{1}{2}$ ¢, photos \$2, Pub.

Travel Management, 342 Madison Ave., New York. (M) Technical articles on the development of steamship, air line, bus and railroad travel by acknowledged leaders of the industry. V. E. Borges. 1c, Pub.

Venetian Blind Dealer, 431 S. Dearborn St., Chicago. (M) Articles on merchandising of Venetian blinds; also photos and items showing interesting and unusual applications. M. B. Pendlert. 1c, Pub.

Voluntary and Cooperative Grocer, 114 E. 32nd St., New York 16. (M) A grocery trade journal reaching executives and buyers in organizations sponsoring Voluntary or Cooperative Groups, as well as large-volume retail members of the various Group organizations. Gordon Cook, Ed.; Ida M. Brace, Mng. Ed. 1c, Pub. (Write for bulletin giving full requirements.)

Welding Engineer, 506 S. Wabash Ave., Chicago 5. (M-35) Technical and practical articles of interest to welding departments and shops. T. B. Jefferson. 1c, Pub.

Western Brewing and Distribution, 304 S. Broadway, Los Angeles 13. (M-25) Technical or scientific articles on brewing, malting, etc. R. D. Roberts. 25¢ col. inch, Pub.

Western Confectioner Ice Cream News, 304 S. Broadway, Los Angeles 3. (M-25) Out of market for duration. J. Edw. Tuft. 25¢ inch, Pub.

Western Construction News, 503 Market St., San Francisco 5. (M-35) Illustrated articles on all phases of Western construction engineering. 4¢ up, Pub.

Western Flying, 304 S. Broadway, Los Angeles 3. (M) Practical articles on aviation sales, service, production, or aircraft operation. Query on features. Lawrence Black, Mng. Ed. 1c and up, Pub.

Western Plumbing & Heating Journal, 3665 S. Vermont Ave., Los Angeles 7. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

Wholesaler's Salesman, 330 W. 42nd St., New York. (M-25) Query editor on experiences of wholesalers' salesmen in selling electrical products. O. Fred. Rost. \$10-\$25 article, Pub.

Wine & Liquor Retailer, 381 4th Ave., New York 16. (M-25) Illustrated merchandising features on wine and liquor package stores (no bars). Lew Schwartz. 1c up, Pub.

Wine Review, 304 S. Broadway, Los Angeles 13. (M-25) Articles on wine production and merchandising, etc. News items. P. T. Carre. 25¢ inch, Pub.

Wood Construction, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16¢ inch, including art, Pub.

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Pacific Frontier and the Philippines, 457 Rodena Ave., Los Angeles 22, is a new magazine through which its editors wish to interpret inter-racial understanding in terms of Pacific culture. "We wish to concern ourselves with the recognition of the Pacific area and all the countries and nations bordering on it, as the New World, a-coming!" says Simeon Doria Arroyo, editor. "The course of future history appears to move westward to the Pacific. All Oriental cultures intermingled with Occidental influences should prove of extreme interest to us. With these we also include the Pan-American, and the Canadian and Alaskan." Although the magazine does not pay for contributions as yet, Mr. Arroyo hopes to do so in the near future. "Now," he says, "we give free copies of the magazine to contributors. We invite new and established writers who are interested in the problems concerning the areas we have described. We have no taboos, no prejudices. You can say what you like if you're interesting . . . fiction, fantasy, or poetry." The publication was formerly known as the *Pacific Pathfinder*, and has been published since 1943.

Cats Magazine, 1504 Genesee St., Utica, N. Y., reports that it is overstocked with material; that all articles and pictures are now being secured by assignment.

Trojan Publications, 125 E. 46th St., New York, includes the following magazines, which have not previously appeared in our Quarterly Market List: *Speed Adventure*, a quarterly, *Winning Love* and *Magic Love*, both bi-monthlies, and edited by Madge Bindamin, and *Fighting Western* and *Leading Western*, bi-monthlies. "The market opening here," writes Wilton Matthews, "is about consistent with the frequency of publication. Naturally, a quarterly using seven or eight stories doesn't offer much; and so on. All magazines pay rates as good as most pulps pay. We never pay less than 1 cent a word; most of our regular writers get 1½ cents and up. Quite a few get the 'up.' Payment is made on acceptance, checks going out from our office every Wednesday. We consider for the whole group any story submitted."

Southern Agriculturist, Nashville 1, Tenn., has not been buying any fiction since 1942, due to paper rationing.

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LITERARY MARKET TIPS

Mystery Book Magazine, 50 W. 47th St., New York 19, is announced for the near future by Wm. H. Wise & Co., publishers. It is, according to Charles N. Heckelmann, associate editor, virtually a slick magazine, and is definitely in the market for mystery material of exceptional merit. "We can use," writes Mr. Heckelmann, "short-shorts, short stories to 6000 words, novelettes from 10,000 to 30,000 words and book-length novels up to 50,000 words. In cases where novels run longer than 50,000 words we are in a position to cut them to the required length if the author does not have time to do so." First American Serial Rights will be bought on book-lengths. Payment announced is 3 cents a word minimum. Editor of the magazine is Leo Margulies.

Woman's Home Companion, 250 Park Ave., New York 17, has for the past six months been publishing a special section known as the Junior Companion. This department features non-fiction material addressed to readers in the 16-to-20 age group. "In general," writes Margot Murphy, Service Coordinator, "our permanent service departments take care of the pieces on specialized subjects such as beauty, fashion, decorating, and food. But we are particularly anxious to supplement these with manuscripts on non-service subjects, such as young personalities, young activities either in traditional fields or in new and timely phases, social problems, the stage, and music. We are especially interested in youthful authors."

Blue Book, 230 Park Ave., New York 17, Donald Kennicott, editor, is in the market for articles of masculine interest, as well as mystery and adventure short stories, novelettes, and book length novels. Good rates are paid on acceptance.

Life Story, 1501 Broadway, New York 18, has begun a new poetry feature—"Everyday Enchantment"—edited by Jean Batchelor. In these special columns, Miss Batchelor is using verse that conjures up the small experiences and observations that contribute to pleasant day-by-day living. Manuscripts for this feature as well as poems submitted for general use should be addressed directly to the Poetry Editor.

Fellows, Adrian College Press, Downs Hall, Adrian, Mich., has plenty of articles on hand, but needs short-shorts and illustrations. Payment is made on publication at ¼ cent a word, and Robert B. Tuttle, editor, aims to report within two weeks.

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CLEMENT WOOD

**BOZENKILL
DELANSON, N. Y.**

Our New York correspondent writes: "Eleanor Stierhem, fiction editor of *Life Story*, complains that too many authors think *Life Story* is still a confession magazine. It isn't—it is a kind of *Cosmopolitan-Good Housekeeping* magazine, that runs first person once in a while. What the editors want is adventure-life stories. But they are fed up on uniforms. . . . *Detective Story Magazine* is stocked on novelettes. Better query Miss Bacon on any long story you care to submit. . . . Peggy Graves, editor of *New Love and Romance*, has sent out a call for short love stories. She is wide open. . . . Dale-Crane Co., 545 5th Ave., Room 1107, New York 17, is putting out a Post War Travel Preview Magazine and is considering short articles on post war travel other than automobile—mainly airplane, boat, and railroad. Write before submitting. Tom Crane is editor."

Exclusive Features Syndicate, 900 Statler Bldg., Boston 16, Mass., announces the launching of a co-operative book project to pick the best articles written by new name writers in every state in the country. Writers are requested to send in articles of 2000 words dealing with Vitamins, Nutrition, Foods, Public Health, or Victory Gardens. When asked to elaborate on the cooperative phase of the undertaking, Maurice Goldsmith of the syndicate replied: "No strings attached in any way . . . no contracts to sign . . . all we ask of writers whose words will go into Book is cooperation in selling some copies of Book when published. . . It is 'cooperative' in this respect. . . Manuscripts will be picked by a Board of Judges." Closing date for mailing is July 1, 1945.

The Faculty Adviser, 3742 W. Pine Blvd., St. Louis 8, wants how-to-do-it articles for teachers, moderators of youth, etc., programs, outlines, play columns, and novel ideas of help to the faculty. This is a religious publication. Usually no payment is made; therefore, writers should state if payment is expected. Rev. L. B. Wobido, S. J., is editor.

Fiction House, Inc., 670 5th Ave., New York 19, announces the appointment of Chester Whitehorn as editor of *Planet Stories*, *Jungle Stories*, and *Action Stories*, replacing W. Scott Peacock, resigned.

Thrilling Magazines, 10 E. 40th St., New York 16, announce the following suspensions for the duration: *Exciting Sports*, *Thrilling Adventures*, *Air War*, *Army-Navy Flying Stories*, *Popular Sports*, and *Thrilling Sports*.

ED BODIN

545 Fifth Avenue, New York City, 17, bonded agent, sells to slick, pulp and book markets. He has no course and never circularizes, but treats authors as individuals. Welcomes talented writers only—not those who think they can buy their way. He sells his own writings, too.

Red Circle, 366 Madison Ave., New York, has raised its minimum rates for *Amazing Detective Cases*, *Complete Detective Cases*, and *National Detective Cases*, from 1 cent to 1½ cents, payable on acceptance.

American Business, 4660 Ravenswood Ave., Chicago, uses factual, timely stories on modernized business methods in office and administration field; personality stories on top management men, which have a news peg; many short fillers on office methods and short cuts. No stories on retailers are used, however. Eugene Whitmore, editor, promises to answer all queries promptly. If article has been arranged for in advance, payment is made on acceptance; otherwise, on publication. Rate is 2 to 3 cents a word.

Repeated complaints from writers force us to remove *American Family*, *The Bostonian Magazine*, *Frauds*, and *Children's Play Mate Magazine*, from our Quarterly Market List.

New York Post Syndicate, 75 West St., New York 6, uses feature articles, cartoons, and comic strips, on a royalty basis. It uses regular sources, however, and does not welcome free-lance material.

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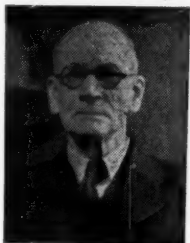
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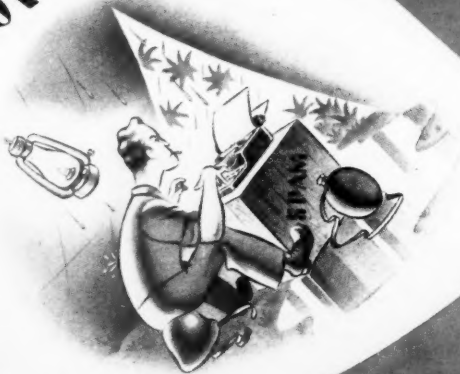
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